

OZtion Announces New Buyer Shield Anti-Fraud Protection Program for Australians Buying Online

OZtion, Australia's second largest online auction site (www.oztion.com.au), has today announced a comprehensive anti-fraud and consumer protection program for Australians buying products online at OZtion.

Philip Druce, Managing Director for OZtion commented, "The Australian Federal Government offers no financial protection to Australians that are ripped off by online scams. This makes it difficult for small Australian businesses to sell higher value items online, as many consumers are afraid of being ripped off. This lack of basic consumer protection from the Federal Government really ends up favouring the big traditional retailers, and makes it tougher for small businesses to make online sales."

OZtion has implemented the Buyer Shield protection program to make it safer for Australians to shop online, and to help the thousands of Australian businesses that use OZtion to sell their products.

Buyer Shield protection is an anti-fraud and transaction security program which works in conjunction with the existing identity verification and security measures implemented by OZtion. Buyer Shield is designed to offer protection of up to \$400 per purchase, for eligible transactions made by Australians shopping at OZtion.

Businesses and individuals selling items at OZtion need to meet specific eligibility requirements before the items they sell are protected by Buyer Shield.

Philip Druce continued, "OZtion has spent years of research and development in our Melbourne research labs to come up with anti-fraud technologies to help make it safer for Australians to shop online. Buyer Shield is an extra layer of protection, offering up to \$400 of protection for any eligible purchase. This makes it easier for any Australian to decide for themselves who they should trust when shopping online."

Items for sale at OZtion which are eligible for the Buyer Shield program are automatically identified with a prominent icon. To be eligible for protection, product transactions must be paid for by credit card, or via services such as Paymate or PayPal. In addition, delivery of eligible products must be carried out by registered post, insured post, or proof of delivery courier service.

The Buyer Shield program is optional, and is expected to be mainly used by retailers of high value products.

Full details of the eligibility criteria for Buyer Shield can be found at <http://www.oztion.com.au/buyershield>

In partnership with Australia Post, OZtion now also offers an optional 100 point identity verification service. The 100 point identity verification service allows Australians shopping online to be confident that they are dealing with a legitimate person, rather than a scammer using a fake identity. OZtion has also recently introduced a new automated phone identity verification service for users that have a seller account.

With more than 1.2 million Australian visitors in August 2007, OZtion now has 195,000 registered members. Membership at OZtion is free. Anybody can join and purchase products.

About OZtion

OZtion is an Australian online auction and shopping site, based on unique Australian designed and developed technology. Based in Melbourne, OZtion has grown enormously to become the 2nd largest Australian online auction site. Visit www.oztion.com.au for more information.

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