

OZtion Announces New Software to Accelerate Online Sales for Small Australian Businesses

OZtion, Australia's second largest online auction site (www.oztion.com.au), has today announced version 2.0 of Express Lister, a software program designed to help small Australian businesses expand their online stores and accelerate online sales.

Designed to run on Windows Vista or Windows XP, Express Lister allows businesses to easily edit and maintain large amounts of product information, and automatically control how products are presented and sold online. Express Lister is software tool that works in conjunction with the online ecommerce and auction services provided at www.oztion.com.au.

Express Lister automates the process of populating an online shop front with product information, including managing product photography, item descriptions, and formatting the presentation of information. This enormously reduces the amount of effort needed to sell similar items, or list many items at once. Express Lister is designed specifically for small Australian businesses looking to sell their products online.

Philip Druce, Managing Director for OZtion commented, "When you are selling products online, keeping all of your product information up to date can be a major task. Many small businesses are forced to restrict the product range they offer in their online stores because they simply don't have the time or manpower to enter all of the information. Express Lister is designed to automatically manage the process, making it easy for small businesses to expand their online stores, and ramp up their online sales."

Offering the ability to easily import information from eBay's Turbo Lister software tool, businesses selling products on eBay can now automatically import their product information directly into OZtion. Express Lister provides sophisticated template features for formatting product information, as well as automatic photograph resizing features. When product information is imported from eBay's Turbo Lister, product category matching is carried out automatically.

Express Lister is currently undergoing beta testing, and is expected to be released in December 2007. Express Lister is completely free for any OZtion member with a seller account. Product listings within the OZtion website generated via Express Lister attract a fee of one cent per item listing.

With more than 1.2 million Australian visitors in September 2007, OZtion now has more than 203,000 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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