

OZtion Improves Shopper Safety for Australians Buying Products Online from UK Businesses

OZtion, Australia's second largest online auction site (www.oztion.com.au), has today announced that they are now extending their unique online shopping security verification services to UK based businesses. This will allow Australians wishing to purchase items from the UK to shop online with confidence.

OZtion will now accept registrations from UK based businesses and individuals wishing to establish vShops to sell their products to the 1.3 million Australians that visit OZtion's market place each month. OZtion's vShop service has previously only been available to sellers based in Australia.

Philip Druce, Managing Director for OZtion commented, "Australians love shopping online, so we are now making it safer and easier for all Australians to buy products direct from the UK. Our vShop service gives UK businesses a low cost, easy way to both promote themselves, and expand their customer base."

OZtion's vShop service allows any business or individual to establish a fully branded, easy to setup and maintain Internet shop. Each vShop is created within the OZtion site, and benefits from the 1.3 million Australians that visit www.oztion.com.au each month.

UK based businesses or individuals can register for the vShop service immediately by joining www.oztion.com.au today. vShops run by based businesses will be able to sell products from early March.

Before activation of any vShop service, OZtion performs extensive identity checks, including physical address and credit card verification.

In order to prevent common Internet based scams, UK based businesses and individuals operating a vShop will be required to offer secure methods of payment to their OZtion customers. Credit card, Paypal (www.paypal.com) and Paymate (www.paymate.com) will be the only payment methods accepted at vShops operated by UK based businesses.

Items within the vShop can be sold using fixed prices, or use OZtion's automated auction system. OZtion provides a system wide shopping basket system, so that people can purchase items from multiple vShops in a single process. Shopping carts can also be saved by shoppers and retrieved at a later time, if they need to interrupt their purchase.

Sellers wishing to use the vShop service will be charged a \$5 (AUD) inc GST monthly administration fee. Sellers can list items within their vShop using OZtion's Zero Cost Listing service, which is a form of "pay for sale" advertising.

There is no charge to place a standard item listing within a vShop, with only a very low fee of between 1.5% and 3% of the final sale price charged in the event the item is sold. The item sale fee is capped at \$30 (AUD) inc GST per item.

Membership at OZtion is free. Anybody can join and purchase products. OZtion offers extensive online safety features, including in-depth identity verification measures.

About OZtion

OZtion is an Australian online auction 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. OZtion was recently voted Australia's best new website by the readers of Australian Netquide magazine. Visit www.oztion.com.au for more information.

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