



FOR IMMEDIATE RELEASE

Contact: Barry Rosen
Company: ReliaBid, Inc.
Telephone: 1-888-735-4224, Ext. 3

Fax: 703-651-3090
Email: media@reliabid.com
Website: www.reliabid.com

RELIABID'S INTEGRATED COLLECTIONS PORTAL GOES LIVE

(ARLINGTON, VA) September 1, 2007 – The centerpiece of ReliaBid's new multi-platform service suite, the Integrated Collections Portal (ICP), was launched today and is already drawing glowing reviews from the company's customer base.

The ICP is a stand-alone application which provides clients and partners with access to comprehensive debt collection and receivables management services through the company's new servicing partner, General Outsourcing Services. It has been fully integrated within the existing ReliaBid platform and is configured to support API-driven access for partnership-based transactions that originate from other e-commerce and online auction websites.

"The launch of the ICP sends a strong signal to our clients and partners that ReliaBid is committed to staying ahead of the curve and delivering cutting-edge solutions to help eradicate the problem of non-paying bidders from the online auctions space," remarked Jonathan Rosen, ReliaBid's Chief Executive Officer.

ICP was developed to serve the dual-function of enhancing the receivables management process for existing customers, as well as responding to partner-driven requests for making the ReliaBid service scalable to their platforms. The system is entirely web-based, and affords partners the opportunity for direct integration into their online payment solutions.

"The ICP application reaffirms our company's continued dedication to building upon its success within the eBay marketplace," added Mohamed Ismail, President of ReliaBid. "We now have the capacity to scale out our solution to additional vendors, auction venues and e-commerce sites. You'll be seeing independent platforms that are fully secured by ReliaBid in the coming months."

By integrating its collections services directly within the ReliaBid platform, clients can now address all aspects of their receivables management activities from within their ReliaBid membership interface. Early returns in the form of customer feedback have already been tremendous: "When ReliaBid announced that it would be upgrading its solution to provide us with a more integrated receivables management portal, we immediately recognized that their strategic initiatives are totally aligned with our needs as a company", stated Jennifer Green, a ReliaBid member. "I've been using the system since I got to work this morning and am delighted with what it enables us to accomplish from an accounts receivables standpoint."

About ReliaBid, Inc.

Founded in 2004, ReliaBid, Inc. is the leading provider of services dedicated to helping online auction sellers eliminate non-paying bidders in the online auction marketplace by ensuring that sellers receive payment quickly and consistently. Since the launch of its service, ReliaBid has protected over \$1 billion in online auction transactions. Located in Arlington, VA, part of the Washington, DC metropolitan area, ReliaBid is a proud member of the Northern Virginia Technology Council and Better Business Bureau. For more information on ReliaBid, please visit <http://www.reliabid.com/>.