

## PRESS RELEASE

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### **ReliaBid Launches Warranty Feed Service**

(ARLINGTON, VA) February 5, 2009 – ReliaBid revealed today that it is set to release the web’s most advanced warranty dealer and fulfillment program. The service, which is set to go live before the close of business today, will operate under the Warranty Feed brand.

The Warranty Feed service is backed by one of the world’s premier underwriting companies, Consumer Priority Services (CPS) and will be available immediately to all sellers on the eBay platform ([www.ebay.com](http://www.ebay.com)). “What is unique about the Warranty Feed service is that it is the only program that is built to be the most profitable for both warranty dealers *and* warranty buyers”, explains Justin McFadden—who founded the program. “We provide sellers with a fully automated service that pays out 35 percent commissions on a daily basis. Meanwhile, warranty shoppers benefit from our low price guarantee to go along with warranties that begin *after* the manufacturer’s warranty expires. It’s a win-win.”

Warranty Feed will provide sellers with a wide range of warranty-eligible products, including consumer electronics, appliances, musical instruments, jewelry and more. Coverage extends to both new and refurbished goods—providing warranty dealers with the widest range of opportunities to increase their profits.

Abe Tobias, Vice President of CPS added: “Sellers are given the highest flat-rate profit in the industry the day the warranty is sold, plus the retail price is better. It’s a no brainer.”

The Warranty Feed service will be available to eBay merchants via the [www.reliabid.com](http://www.reliabid.com) website and is accessible at <http://warrantyfeed.reliabid.com/> for online shopping cart solutions and online retailers.

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### **ABOUT RELIABID**

Founded in 2004, ReliaBid is a leading provider of ecommerce security and assurance solutions. Today, the company offers a wide range of services that encompass fraud protection, payment recovery, buyer assurance and extended warranties, in addition to the mostly widely used peer-to-peer payment security solution on the web. ReliaBid's serves the online auction industry, as well as shopping cart solutions and ecommerce service providers. Headquartered in the Washington, DC metropolitan area, ReliaBid is a proud member of the Better Business Bureau and the Northern Virginia Technology Council.

### **ABOUT CONSUMER PRIORITY SERVICES**

Consumer Priority Services (CPS) is one of America's premier underwriters of aftermarket service plans—primarily targeting the consumer electronics and appliance industries. CPS specializes in post-sale service, and is quickly becoming the first choice amongst retail and ecommerce dealers alike. The company's commitment to innovation, technology and superior service are the key pillars that make CPS the preferred service provider amongst both warranty dealers and consumers.