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MCCA ANNOUNCES eBay LIVE! COMMUNITY CONFERENCE AT BCEC IN 2007
Annual event for online marketplace expected to draw 15,000 attendees to Boston

The Massachusetts Convention Center Authority (MCCA) today announced that eBay will hold its annual community conference, eBay Live!, at the Boston Convention & Exhibition Center (BCEC) in 2007, bringing the event to the Northeast for the first time.

“We are thrilled to open the doors of the BCEC to such a high-profile and popular organization,” said James E. Rooney, Executive Director of the MCCA. “This is not only a great opportunity for the BCEC and the City of Boston, but also for the local eBay community throughout the Northeast.”

eBay Live! brings together a community of eBay buyers, sellers, industry experts and exhibitors for educational and networking opportunities. The three-day event, scheduled June 14 – 16, 2007, is expected to draw approximately 15,000 attendees from around the world. More than 17,400 hotel room nights have been booked in association with eBay Live!, which is expected to generate \$6.3 million in economic impact for the City of Boston.

“We look forward to bringing eBay Live! to Boston,” said Abby Green, senior manager of events for eBay. “eBay is built upon the success of its community of buyers and sellers, and eBay Live! is our annual gathering that gives all of us the chance to connect face-to-face with one another.”

Two weeks ago, eBay Live! 2006 was held in Las Vegas, where more than 15,000 people gathered at the Mandalay Bay Convention Center for the annual event. The three-day, sold-out conference included educational workshops and classes, live music and a keynote presentation from Meg Whitman, president and CEO of eBay, and Bill Cobb, president of eBay North America.

“As a member of their community for more than five years, eBay has been great in helping me grow my business, which specializes in reselling family heirlooms and collectibles” said Angela Einstein, a local eBay Trading Assistant who owns Upper Level Antiques in Cambridge, MA and conducts a majority of her business through the eBay marketplace. “I am excited that eBay Live! is coming to Boston, because I will finally be able to attend and learn new ways to develop

my business even further. The Northeast is certainly ready to handle all the buzz that eBay Live! will bring with it.”

Founded in 1995, eBay is a powerful platform for the sales of goods and services by a passionate community of individuals and businesses. On any given day, there are millions of items across thousands of categories for sale on eBay, which enables trades on a local, national and international basis with customized sites in markets around the world. Through an array of services, eBay is enabling global e-commerce for an ever-growing online community, which includes more than a hundred million registered members.

The BCEC just celebrated its second anniversary and, since its opening, has hosted 276 events, with 468,087 attendees and 356,837 hotel roomnights, generating \$162.1 million of economic activity for the City of Boston. The MCCA is preparing to host one of its busiest convention summers in history, with 12 major events scheduled at the BCEC and the Hynes Convention Center, including Microsoft Tech Ed, Lions Club International, Microsoft Worldwide Partners, the American Federation of Teachers, ACM SIGGRAPH 2006 and the American Society of Association Executives. In total, these events are expected to attract more than 113,000 attendees to the Boston convention centers.

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