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## News Release

**FOR IMMEDIATE RELEASE**

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### **SAN JOSE ANNOUNCED AS HOST CITY FOR eBay LIVE! 2005**

#### **eBay to Celebrate 10<sup>th</sup> Anniversary and 4th Annual Community Conference in Hometown**

**SAN JOSE, CALIF.** – July 23, 2004 – The San José Convention and Visitors Bureau (SJCVB) today announced that San José will be the host city for the eBay Live! 2005 Community Conference. San José-based eBay, the World's Online Marketplace®, will celebrate eBay Live! in its hometown, in conjunction with the company's 10<sup>th</sup> anniversary.

eBay worked with the City of San José's Office of Economic Development (OED), Mayor Ron Gonzales and the SJCVB to book the community conference. The SJCVB's local corporate campaign encourages San José-based companies like eBay to support the local economy by holding their meetings or conventions in their hometown.

"We worked very closely with eBay to help make this happen in San José," said Mayor Gonzales. "This is another example of our successful partnerships with local businesses to create great opportunities for our community."

The eBay Live! Community Conference is scheduled for June 23-25, 2005, and will be held at the San José McEnery Convention Center. More than 10,000 eBay users from throughout the United States are expected to attend the annual conference to improve their eBay skills, share their stories and passions with other users, and interact with eBay staff. The conference is estimated to generate close to \$7.8 million in economic impact based on the International Association of Convention and Visitors Bureaus (IACVB) standardized economic impact formula.

"We are looking forward to having eBay Live! in San José," said Jeff Jordan, SVP and GM of eBay North America. "While the eBay community has spread around the world, San José is the birthplace of eBay. We are thrilled that thousands of eBay users will be coming to the heart of Silicon Valley to celebrate eBay's 10<sup>th</sup> anniversary during eBay Live! 2005."

## *San José Announced as Host City for eBay Live! 2005, July 23, 2004*

The SJCVB will support eBay Live! with supplemental marketing and outreach efforts, as well as manage the event's housing and registration.

"We are excited that eBay has chosen San José to host eBay Live! 2005," said Dan Fenton, president and CEO of the San José Convention & Visitors Bureau. "The Bureau and the City are committed to helping eBay build a successful event and to creating a positive experience for conference attendees."

Prior to eBay Live!, the company will host its annual developers conference, a gathering of the eBay and PayPal developer communities to learn about the latest development tools and the technologies for the eBay and PayPal platforms.

### **About eBay**

eBay is The World's Online Marketplace®. Founded in 1995, eBay created a powerful platform for the sale 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. eBay enables trade on a local, national and international basis with customized sites in markets around the world. Through an array of services, such as its payment solution provider PayPal, eBay is enabling global e-commerce for an ever growing online community.

### **About The San José Convention & Visitors Bureau (SJCVB)**

The San José Convention & Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. To receive a copy of the Bureau's *Meeting Planning Guide* or *Official Visitors Guide*, please contact the SJCVB at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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