

## **Buy.com Reports Exponential Year-Over-Year Marketplace Growth of Nearly 150 Percent**

### **Online Retailer's Third-Party Sales Increase with Addition of New Categories and Name-Brand Sellers**

ALISO VIEJO, Calif., March 4, 2010/PRNewswire/ -- Buy.com®, the Internet Superstore™, today reported 146 percent year-over-year sales growth for its retail Marketplace, which currently has more than 11.5 million product listings from thousands of qualified third-party retailers.

Buy.com's Marketplace represented 46 percent of the company's site orders in the fourth quarter of 2009 and more than 50 percent of Q1 2010 site orders to date. The growth of the Marketplace also helped contribute to Q4 2009 being Buy.com's 13th consecutive profitable quarter.

The Buy.com Marketplace, which initially offered consumer electronics and technology products as a way to ensure Buy.com customers received the lowest prices on the Web, has grown tremendously the past three years. Buy.com attributes this growth to its strategy to become a complete retail marketplace, with products spanning more than 20 product categories, including games, apparel and shoes, books, bags and luggage, fragrance, home and outdoor, software, sporting goods, jewelry and watches, toys and baby goods, and more.

In December 2009 alone, Buy.com added name-brand retailers such as Tiger Direct and Paul's TV, as well as Alibris, a premier marketplace for independent sellers of new, used and rare books. Buy.com continues to aggressively add qualified new sellers and categories, though the company limits Marketplace participation to select retailers with strong customer service and fulfillment excellence.

"As we move into 2010 and beyond, Buy.com has transformed from an online retailer with marketplace functionality, to a multi-category retail marketplace platform," said Buy.com CEO and President Neel Grover. "We firmly believe that our marketplace platform is the future of online retail."

#### **About Buy.com**

With more than 12 million customers, Buy.com is a leading retail marketplace, focused on providing its customers with a rewarding shopping experience and a broad selection of high-quality technology and entertainment retail goods at everyday low prices. Buy.com offers millions of products in a range of categories, including consumer electronics, computer hardware and software, cell phones, books, music, DVDs, games, toys, bags, fragrance, home and outdoor, baby, jewelry, shoes, apparel and sporting goods. Founded in June of 1997, Buy.com is headquartered in Aliso Viejo, California. Buy.com® and The Internet Superstore™ are trademarks of Buy.com Inc. Buy.com currently competes with a variety of companies that can be divided into two broad categories: (i) retailers and ecommerce marketplaces such as Wal-Mart and (ii) specialty retailers or manufacturers such as Barnes & Noble, Best Buy and Dell.

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