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TrustPlus Partners with SageFire to Help Buyers Find the Best Sellers

*Sellers Can Use Their Good Reputation To Sell More
on craigslist, eBay, Backpage, EPage, iMoondo, and Wherever Else They Sell!*

WALTHAM, Mass. (April 23, 2008) – TrustPlus Inc., the premier aggregator of online reputations today announced a partnership with SageFire, Inc., an eBay Certified Solution Provider to gain access to a breadth of current and historical eBay data. Now online sellers can choose to link their eBay feedback to their TrustPlus reputation and leverage their good name everywhere they sell online. This allows them to sell more, faster and at higher prices. In fact, research has shown that on average, sellers with good ratings secure nearly 10 percent higher prices in online auctions for identical goods.

“Online classified sites have been a reputation vacuum,” said Shawn Broderick, founder and CEO of TrustPlus. “For the first time, buyers can identify the best sellers. TrustPlus is excited to be able to include eBay feedback data as an input to its ground-breaking reputation analysis system.”

Today, 67 percent of Internet buying scams are from goods never delivered or misrepresented, according to the *Internet Scams Report* from the National Consumers League. This high incidence of seller fraud makes online classifieds a challenging environment to safely navigate. Now, online classifieds buyers can leverage TrustPlus's community-based reputation information, combined with eBay feedback data, to know which sellers will honor their agreements. It benefits sellers as well with the opportunity to stand out from competitors by leveraging their good history on eBay and elsewhere, so they can sell more, faster and at higher prices.

“This strategic partnership with TrustPlus will give consumers the online accountability they crave,” said J.P. O'Brien, founder and CEO of SageFire.

Today, sellers on craigslist, EPage, iMoondo, Backpage.com and other online classifieds sites, choose to show their TrustPlus reputation scores so consumers can buy from them with confidence. EPage and iMoondo will be the first sites to offer their members the ability to leverage their eBay reputation via the TrustPlus reputation system.

“We know that many users of EPage also use other popular services,” said Peter Olpe, CEO of EPage. “Being able to come to our classifieds for the first time and already have a reputation history is a huge boost for these users as both advertisers and buyers. All of our users will have more confidence in the people with whom they are dealing thanks to an enhanced reputation history.”

About SageFire

Headquartered in Boulder, Colorado and founded in 2003, SageFire, Inc. develops simple, innovative web-based business solutions. SageFire is changing the game for small businesses, providing them the tools they need to succeed. As an eBay Certified Solution Provider, SageFire provides solutions to the growing community of 1.6 million Sellers that make a business selling on eBay including YES! for eBay, an itemized Year End Summary for eBay. Sellers can now receive unprecedented information on bought, sold, and unsold items by year. For more information, visit www.SageFire.com.

About TrustPlus

TrustPlus's mission is to make the Internet the safest place on earth with an online reputation service that helps people know who to trust. TrustPlus is altering the Web landscape by creating a community of trust to establish accountability online. By leveraging the collective wisdom of the community, TrustPlus provides each individual with customized information about who to trust in any given online scenario and empowers Web users to protect themselves, the people they care about, and the entire online community from online fraud, scams and much more. Founded in 2006, TrustPlus is headquartered in Waltham, Massachusetts. For more information, visit www.TrustPlus.com.

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