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## **NEW AUCTION SITE ROCKYBID.COM LAUNCHES WITH HOT DEALS ON HONDA HYBRID, MICHAEL JACKSON CONCERT AND OPENING GAME SEATS AT NEW YANKEE STADIUM**

NEW YORK, April 1, 2009 -- Rockybid.com announced the launch of its innovative online auction website Wednesday, with the brand new Honda Insight hybrid, floor seats for the opening night of Michael Jackson's sold-out final concert series in London and tickets to the opening game at the new Yankee stadium among the first items that will be auctioned off at deeply discounted prices up to 90% off of retail.

Among the other items that will be auctioned at significant discounts on the site are brand new flat screen TVs, digital cameras, Nintendo Wiis, iPods, cell phones, GPS systems, vacation packages, laptops, netbooks, PCs and Sony Playstations.

"We provide a shopping experience like none other and our prices on top-of-the-line products are out of this world," said Rockybid co-founder Isaac Grossman. "Amidst the worst economic downturn in U.S. history since the Great Depression, we are thrilled to offer consumers the opportunity to purchase some of today's hottest electronics, computers, vacation packages, sports and event tickets, and even cars at unprecedented discounts through Rockybid's online auctions.

Unlike e-Bay and other traditional auction sites, Rockybid's auction strategy starts sale items off at \$0 and sets a closing date and time for auctions. Each time a bid is placed, the price increases by just \$0.01 or \$0.15, depending on the auction, and 15 seconds are added to the auction countdown clock. The winner of the auction is the last person to bid when the timer reaches zero. Rockybid costumers pay just \$0.75 per bid, a minimal fee that allows the site to auction off the hottest brand name products at such extraordinary discounts.

As an added bonus, Rockybid allows its registered users to put money spent on losing bids towards the purchase price of a winning auction within 30 days. The site also offers reward points for purchased bids that can be redeemed for prizes such as flat screen TVs, Nintendo Wiis and gift cards to stores, online shopping sites and hotels including Best Buy, Home Depot, Target, Marriott and Amazon.com.

"There are no losers on Rockybid.com," said co-founder Gilbert Merdinger. "By allowing consumers to earn rewards from money spent on auction bids and to put those expenditures toward the purchase of future auction products, we hope to make Rockybid.com the premiere destination for shoppers seeking huge discounts on must-have products they couldn't otherwise afford." Rockybid is the sole seller of goods and services on its site; individuals do not auction off products as they do on e-Bay.

Rockybid's auction of two field box seats for the Yankees. vs. Cleveland Indians opening game on April 16, the first season game to be played at the much-anticipated new Yankee stadium, is scheduled to close tonight (Wednesday) at 8 p.m. With the game nearly sold out and no field box tickets left, the seats, valued at \$800 retail, are certain to a be a big hit on the site.

So too will the Michael Jackson floor seats at the O2 arena, which are part of a six-day vacation package to London for two that includes airfare, five nights at a four-star hotel and six-day London Passes, which grant entry to over 55 attractions including the Tower of London, Windsor Castle and Kensington Palace. With all 50 of Jackson's concerts sold out, the July 8 opening night tickets to Jackson's first concert tour in a decade and his last in London, are expected to draw significant traffic to the site. The Michael Jackson vacation package auction, valued at \$12,000 retail, is scheduled to close May 30 at 10:00 p.m.

The Honda Insight five-door hatchback, which went on sale last week, is the latest hybrid to hit the market. With a purchase price of just under \$20,000, it is expected to be a strong seller amongst cost-conscious consumers in the current economic environment. The Honda Insight auction is set to close May 17 at 6:30 p.m.

Rockybid is launching in the U.S. and the U.K. this week, but is planning to expand to Australia next week and to other European countries in the near future. It is running a national ad campaign on Dish Network, which reaches over 14 million viewers in the U.S., with 160 spots airing over the next two weeks.

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