

Alibaba.com Launches Featured Buyer Program

Participating Buyers Include Brookstone, Tamarind, Markant and Sobond

Beijing/Hong Kong, May 30, 2001 – Alibaba.com (www.alibaba.com), leading business-to-business marketplace for global trade, announced today the launch of the Alibaba Featured Buyer Program, a service which matches leading international buyers with Alibaba's community of 100,000 active suppliers. Inaugural participants in the program include Brookstone, Tamarind, Markant and Sobond.

The Alibaba Featured Buyer Program provides volume buyers with a combination of Internet and off-line resources to find the right suppliers that meet their sourcing needs. Under the program, Alibaba will provide the buyers with a user-friendly Internet-based sourcing tool that will enable the buyers to broadcast their purchasing requirements to suppliers in the Alibaba community. Suppliers will be given the opportunity to respond to buyers' requests, and Alibaba's trade experts will screen, select and match qualified suppliers that fit the buyers' criteria.

"We're pleased to provide a much needed service to leading global buyers to help them find new suppliers within Alibaba's vast supplier community," said Alibaba CEO Jack Ma. "While large buyers often have long-established relationships with suppliers, the shifting trends of the product markets dictate that buyers must have constant access to new qualified suppliers to meet their sourcing needs. To fill this need we have developed the Alibaba Featured Buyer Program to facilitate the search and qualification process."

"We're pleased to work with Alibaba to identify qualified suppliers and meet the sourcing needs of our growing business," said Mr. Helmut Schwarting, Managing Director of Markant (Far East), one of the Program's inaugural participants.

The Featured Buyers Program offers buyers the benefit of Alibaba's substantial supplier base, especially in the world's manufacturing hubs such as greater China, India and Korea. The Featured Buyers Program correlates with Alibaba's premium Export Supplier program, under which Alibaba's supplier enablement and trade service teams verify and qualify the suppliers via procedures that include quality screening and face-to-face visits with the suppliers. Buyers can find these premium suppliers on the Alibaba web site under the following web addresses:

Chinese Suppliers: http://chinasuppliers.alibaba.com/index_cs.html

Korean Suppliers: <http://www.alibaba.com/bin/krmkplace/index>

The Featured Buyers Program is offered to buyers, sourcing agents and buying offices from around the world that procure from Asia.

About Alibaba.com

Alibaba.com is the world's largest online business-to-business marketplace for global trade and host to China's leading domestic B2B trade community. Alibaba.com's vision is to become the number one destination for buyers and sellers at small- and medium- sized enterprises (SME's) to find trade opportunities, promote their businesses and conduct transactions online.

Alibaba.com's Web properties have over 495,000 registered members from over 200 countries. Alibaba.com was recently selected by Forbes magazine as "Best of the Web: B2B" and selected as the most popular B2B website by readers of the Far Eastern Economic Review.

Alibaba.com is headquartered in Hong Kong with R&D and customer service operations in Mainland China, branch offices California and London, and a joint venture in Seoul, Korea (Alibaba Korea).

Alibaba.com's institutional investors include Softbank, Goldman Sachs, Transpac Capital, Fidelity Capital, Venture TDF, Pte Ltd of Singapore and Investor AB of Sweden.