



Alibaba.com Plans Upgrade to the China Gold Supplier Membership

New Package starts the transition from “Meet at Alibaba” to Work at Alibaba”

Hong Kong, September 27, 2010 – Alibaba.com Limited (HKSE: 1688) (1688.HK), the world's leading small business e-commerce company, today announced plans to introduce an upgraded China Gold Supplier membership package (CGS 2011 edition) on January 1, 2011 to replace the existing Gold Supplier Starter Pack. The CGS 2011 edition will improve the customer experience and incorporate enhanced features on the international marketplace to help customers move from “Meet at Alibaba” to “Work at Alibaba.”

Key changes in the new product are an upgraded customer working platform on the marketplace and new services for promoting trust and safe trading on the Alibaba.com platform. These features will help deliver on the promise to shift from “Meet at Alibaba” to “Work at Alibaba.” Furthermore, the upgraded customer working platform can facilitate a more effective delivery of value-added services (VAS) to Alibaba.com customers. Aligning with Alibaba.com’s mission of making it easy to do business everywhere, the upgraded package is expected not only to improve customer experience, but also to foster VAS penetration going forward.

“We constantly evaluate the needs of our customers, and evaluate how we must change to meet those needs,” said David Wei, CEO of Alibaba.com. “We maintain our conservative view on exports, and we have designed this package to help our customers thrive during this time. Suppliers will be able to take advantage of the additional services, while suppliers and buyers will benefit from the coming trust and safety programs.”

The upgraded membership is designed to meet the needs of our customers during the next economic cycle. By evolving our business model to provide more services tailored for our customers, we will be able to better serve our small business customers and create more value for them to meet, work and eventually live at Alibaba. Further, customers will have access to more VAS from our platform going forward and realize the benefits of working at our platform, which provides them with a safer and more trusted e-commerce environment.

Alibaba.com will cease the sales of Gold Supplier Starter Pack effective January 1, 2011. For new members joining on or after January 1, 2011, it will only offer them the CGS 2011 edition at RMB29,800 per year with VAS trial for their first year purchase. Meanwhile, for customers who have become Alibaba.com’s paying members on or before September 30, 2010, they will be able to upgrade their membership to the CGS 2011 edition at RMB19,800 per annum when they renew in the next 12 months.