

## Press Release

580 California Street  
Suite 2000  
San Francisco, CA 94104  
Tel: 415.358.3500  
Fax: 415.358.3555

### **World of Good Brand sold to eBay; wholesale division acquired by GreaterGood/Charity USA**

*World of Good Brand continues to represent Sustainable Shopping and Market Access for Global Artisans through E-Commerce*

EMERYVILLE, CALIF. – FEBRUARY 25, 2010 – World of Good Inc., a five-year-old social venture that connects artisans from developing communities with mainstream retail markets, announced today that eBay has fully acquired its brand and related assets. World of Good Inc. also announced that GreaterGood/Charity USA has acquired its wholesale division and line of designer, Fair Trade products which will be re-branded while existing relationships with retailers and artisan partners will be maintained. The terms of the transactions were not disclosed.

eBay's acquisition of the brand results from a two-year long collaboration between the two companies that led to the development of WorldofGood.com by eBay, the world's largest multi-seller marketplace for socially and environmentally responsible shopping. The transaction reflects eBay's growing commitment to engaging consumers to affect social change through sustainable commerce. It also represents World of Good's commitment to creating the greatest market opportunity for small, Fair Trade and environmentally responsible producers around the world. The online marketplace hosts hundreds of sellers, with tens of thousands of sustainable products from 85 countries around the globe.

"We are excited about the opportunity to scale the World of Good mission to an unprecedented degree through eBay," said World of Good co-founder and CEO Priya Haji. "Also, we are confident that GreaterGood will be an excellent steward of the retail partnerships we've built and will continue to grow Fair Trade through mainstream retail channels."

GreaterGood's acquisition of World of Good's wholesale division reflects its growing Fair Trade business, including its Global Girlfriend apparel line. Since 2004, World of Good has developed extensive retail product lines for partners like Whole Foods Market, Hallmark and Disney, among others. GreaterGood will continue to work with the same retail partners and artisan groups in order to grow market access for small artisan suppliers around the globe.

World of Good was founded in 2004 by U.C. Berkeley's Haas Graduate School of Business MBA's Priya Haji and Siddharth Sanghvi with the mission to help small artisan producers improve their livelihoods by providing them with access to mainstream retail markets. The company has impacted more than 40,000 individual artisans across 70 countries by connecting them with millions of U.S. consumers. Haji also founded World of Good Development Organization, a sister non-profit focused on improving the lives of low-income women in the developing world. In December 2009, the Development Organization was honored by The Tech Museum of Innovation for its Fair Wage Guide, a free, open-source platform that calculates fair wages for artisans around the world and specific to their locations. The organization will continue its work to create technologies and tools that help companies ensure fair wages to informal sector workers.

## Press Release

580 California Street  
Suite 2000  
San Francisco, CA 94104  
Tel: 415.358.3500  
Fax: 415.358.3555

Robert Chatwani, Director of eBay Global Citizenship said of the acquisition, “We look forward to this next step in our commitment to building an integrated, sustainable shopping experience within the eBay marketplace and are dedicated to applying our reach, resources and business model to create a positive impact for people, the planet and communities throughout the world.”

“GreaterGood is excited to grow the retail partnerships that World of Good built and to continue to help small artisan and Fair Trade producers reach these important retail channels,” said Stacey Edgar, founder and president of Global Girlfriend and director of the GreaterGood Wholesale Division.

### **About eBay:**

Founded in 1995, eBay Inc. connects hundreds of millions of people around the world every day, empowering them to explore new opportunities and innovate together. eBay Inc. does this by providing the Internet platforms of choice for global commerce and payments. Building on this positive foundation, eBay’s sustainability efforts harness our technology and reach to extend this positive impact into vibrant, sustainable commerce experiences. Our sustainability portfolio includes WorldofGood.com, the eBay Green Team, the eBay Foundation, eBay Giving Works and MicroPlace.

### **About GreaterGood/Charity USA:**

The GreaterGood Network of websites (including TheHungerSite, TheBreastCancerSite, TheAnimalRescueSite, Global Girlfriend, and others) offers the public a unique opportunity to support causes they care about through a free daily click and Gifts that Give More™ (100% of these donations go to the cause of the patron’s choice). The GreaterGood Network’s online stores offer more than 3,000 Fair Trade items, with up to 30% of the purchase price going to charity. In fiscal year 2009, the GreaterGood Network gave more than \$3 million to more than 50 charities around the world.