



Convention & Visitors Bureau

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News Release

FOR IMMEDIATE RELEASE

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EBAY LIVE! 2005 BRINGS 11,000 TO SAN JOSE MCENERY CONVENTION CENTER

User Conference Produces an Estimated \$8.2 Million in Spending

SAN JOSE, CALIF. – JULY 21, 2005 – eBay Live! 2005, the online auction giant's annual user conference, brought an estimated 11,000 attendees to San Jose and \$8.2 million to the economy of the company's hometown for three days of learning, networking and fun in June, according to the San Jose Convention and Visitors Bureau.

Attendees were able to enjoy San José's world-class restaurants, hotels, museums, and more – many of which welcomed eBayers with open arms by offering special discounts and offers. The conference gave visitors a chance to explore a city that continues to blossom as a top cultural and entertainment center in the Bay Area.

"eBay Live! was successful in every way for San Jose, our downtown businesses, and for eBay and its users," said San Jose Mayor Ron Gonzales. "As a result of our excellent partnerships with the Bureau, eBay, and our community, I know we can look forward to future events that will benefit everyone like this one did."

The SJCVB pulled out all the stops for convention-goers, offering comprehensive concierge services, complementary shuttles to offsite events and a late-night party in San José's SoFA (South of First Area) District that was sponsored by the City of San José. The Bureau's website (<http://www.sanjose.org>) also served as an important information portal for attendees.

"San Jose was the ideal spot to bring our users," said Henry Gomez, eBay's Senior Vice President for Corporate Communications and Government Relations. "The people and businesses of San Jose welcomed our community with open arms. And the San Jose Convention and Visitors Bureau did everything possible to assist us with the planning. The event was an enormous success by any measure."

The conference served as a showcase for the city's convention and cultural facilities shining a spotlight on the versatility of the venues -- from the newly renovated California Theatre to the

eBay Live! 2005 Brings 11,000 to San Jose, July X, 2005

San José Civic Auditorium and the new 80,000-square-foot South Hall. From movies to parties to speeches, downtown San José presented the right venue for the occasion.

“It was our pleasure to welcome eBay Live! attendees to San José and trust they enjoyed their experience,” said Dan Fenton, president and CEO of the SJCVB. “We hope they will return to the city and discover even more of what the Gateway to the Bays has to offer.”

About The San José Convention & Visitors Bureau (SJCVB)

The San José Convention & Visitors Bureau’s (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. To receive a copy of the Bureau’s *Meeting Planning Guide* or *Official Visitors Guide*, please contact the SJCVB at 1.800.SAN.JOSE (1.800.726.5673) or visit <http://www.sanjose.org>.

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