

Auction it TODAY® on eBay Introduces New, “Store-in-Store” Kiosk System to Help Existing Businesses Increase Sales and Traffic Flow in Less than 30 Days

Online auction kiosks developed by Auction it TODAY franchise provide additional revenue stream and simple, low-overhead way to offer customers new services, 24/7

Brighton, Mich. – April 18, 2006 – The fast-growing and highly successful online-auction franchise, Auction it TODAY®, www.auctionittoday.com, announced its new, kiosk service today. Auction it TODAY is the definitive originator of the kiosk concept with the first, stand-alone kiosk and the only eBay drop-off-store franchise currently using this kiosk service. With very low overhead and limited space, now small business owners can have an additional revenue stream, offer customers new, online-auction services and increase traffic flow in less than 30 days.

Business owners receive personalized training, software and equipment from Auction it TODAY. And in less than two weeks, they can use the kiosk service to sell merchandise on eBay that is currently in their retail store, wholesale products and drop-off items from the public.

“As the leading kiosk drop-off-store franchise, we have already sold over fifty kiosks,” states John Hoose, Auction it TODAY Founder and President. “The kiosk service enables every kind of business, even in the most remote areas, to quickly and easily bring in new revenues on an international basis, without having to purchase inventory. Business owners currently pay rent and other utilities, so this store-in-a-store concept of the Auction it TODAY kiosk is a simple way to liquidate stale inventory and increase existing cash flow, especially during off-seasons.”

With the unique Auction it TODAY kiosk system, business owners receive all the tools necessary to be successful, including:

- Access to State-of-the-Art Software and Initial Set-up
- Auction it TODAY Brand Recognition
- Equipment Package
- Franchise Support
- Marketing and Advertising Strategies
- Personalized Training
- Special Sales Program
- The Kiosk Structure and much more!

“We have been extremely happy with the service, support and ease of the Auction It TODAY franchise,” states Wendi Mohl, P.A.S.S. Inc. Vice President and Auction it TODAY kiosk owner. “With their guidance we have seen a dramatic increase in our eBay sales, which in turn has increased the quality of our listings for our customers.”

For more information, please visit www.auctionittoday.com, or contact us at 810-225-0555 or franchise@auctionittoday.com.

About Auction it TODAY on eBay

Founded in 2004 in Brighton, Michigan, Auction it TODAY (www.auctionittoday.com) is a full-service, eBay drop-off store that handles the entire, eBay-selling process. Auction it TODAY sells just about anything from small items, such as antiques and collectibles, to large items, such as airplanes and real estate. They also offer franchisees and small business owners the opportunity to run a global business on a local level with minimal overhead and maximum franchise-support and training. For more information, visit www.auctionittoday.com.

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