



buyers. sellers. **connected.**

MEDIA CONTACT:
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What is myTAG?

myTAG is a new, local ecommerce platform that aims to upend the online marketplace by adding a much-needed level of safety by weaving social media and peer influence into the process. myTAG, in San Jose, California, allows local users to buy and sell online, for free, while leveraging their online reputations and creativity, and helping sellers find buyers, and vice versa, through its patent-pending tagging system.

Why is myTAG newsworthy?

myTAG has a number of unique features that make it stand out from other local ecommerce sites. Its overriding mission is to add transparency, reliability and authenticity to online transactions, so people can evaluate a prospective buyer or seller. Some of its distinct features include:

- Unlike sites such as Craigslist and ebay, myTAG users earn badges for transactions, such as number of items successfully sold, high number of "perfect 10" sale ratings and other credible milestones.
- rich media functionality – people can upload multiple photos as well as video about their products to show that the items work and look as described.
- Sales items can be easily formatted by UPC or ISBN code scans on tablets and smartphone apps.
- Members can also link their ebay and Amazon ratings as well as their other social media accounts on the site to authenticate and personalize their myTAG profiles, enhancing the "trust" factor.
- myTAG's patent-pending tagging system, an interactive social utility platform, lets users create their own price "TAGS" for the things they're selling or wish to buy. myTAG members can view seller ratings and user feedback to better decide with whom they trust to do business.

Corporate Leadership - Tony Pham, Co-Founder & CEO

Tony Pham is co-founder and CEO of San Jose-based social ecommerce marketplace myTAG.com. With more than 15 years of experience in the business and startup worlds, Pham has already shepherded two other successful retail ventures – both brick-and-mortar and internet hybrids – that sold with big exits. He attended UC Davis and San Jose State University, earning degrees in history, economics, and business management. Pham conceived of myTAG in 2011 to challenge Craigslist and other online marketplaces with its unique mix of safety, transparency and trust. Pham can be contacted through Twitter - [@tonyspham](https://twitter.com/tonyspham).



Quotes from CEO Tony Pham:

"Hip, fun and free – not only trustworthy and safe – those are my goals with myTAG."

"With our vouches, badges and videos, we've set ourselves firmly apart from our competition."

"I devised a social media platform that brings safety, transparency and trust to the system."

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How much is it?

Both myTAG seller and buyer accounts are free to use.

Where is it?

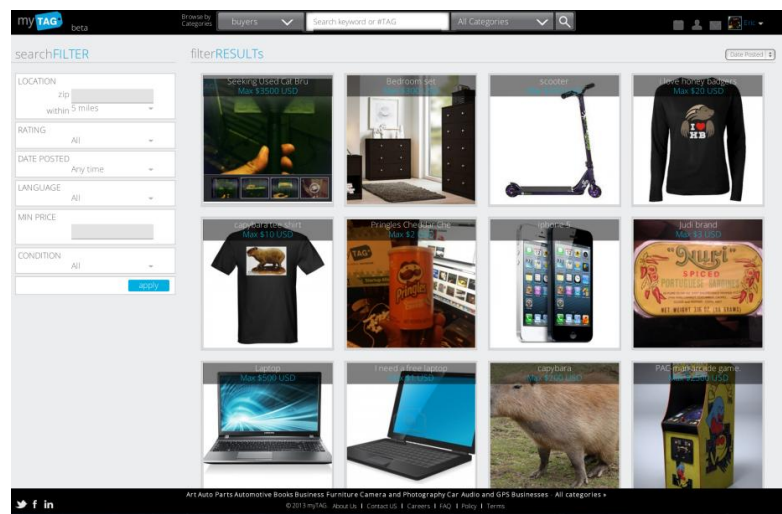
myTAG Inc., www.mytag.com. Address: 1909 Concourse Dr., San Jose CA, 95131. For more information, call (408) 780-4089, or email buyers.sellers@mytag.com. Twitter: [@myTAG_com](https://twitter.com/myTAG_com); Facebook: [myTAG.Co](https://www.facebook.com/myTAG.Co)

What else?

myTAG is growing rapidly, acquiring new members daily by offering innovative contests, giveaways and showcasing interesting and unusual items on the site. The company is also heavily involved with the student community, particularly at San Jose State University, assisting in publicizing recent disaster aid efforts and engaging sports fans.

What's next?

As of December 2013, myTAG is in beta in Northern and Southern California. Over the next few weeks the team will incorporate feedback and revisions, anticipating expansion nationwide in early 2014. myTAG, while aiming to fill the "trust" gap lacking in online platforms such as Craigslist and ebay, considers it is fully complementary to these ecommerce behemoths. myTAG's potential market is diverse, including sectors such as used textbooks; collectibles; sports fan paraphernalia; handicrafts; vintage/antiques; auto sales and more.



Story Ideas:

1. With rising incidence of fraud and dangerous encounters involved with local ecommerce, how can people be safe buying and selling online?

myTAG's founder, Tony Pham, personally experienced the seamier side of local ecommerce a few years ago when he was ripped off in buying a laptop. This event led him to ponder the current "Wild West" state of online buying and selling, where people are basically under the old standard of "caveat emptor". Why, he wondered, is local ecommerce so easily open to criminal activity, and buyers are left unprotected? He started myTAG to address this imbalance, incorporating all the richness of social media integration to give buyers and sellers the opportunity to show their credibility and establish a trust factor from the start.

2. How can college students and their families benefit from a trusted local ecommerce site in getting themselves set up for the school year?

myTAG is building a special connection to the higher education system, establishing itself as the "go-to" site for outfitting students with whatever they need to start the school year – or a place to unload what they no longer can use. myTAG's proprietary tagging system lets users create their own price "TAGS" for the things they're selling or wish to buy; myTAG seamlessly connects these "TAGS." myTAG members can be sure they are buying from "real" people, with real profiles that have been ranked, so they know they are getting the actual textbook they need or that the mini-fridge really works.

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3. There are thousands of professional sellers on Amazon and ebay who value their hard-earned high rankings. How can myTAG benefit them?

Longtime sellers (and buyers) can easily leverage their already-established reputations by connecting their ebay and/or Amazon profiles to their myTAG account. Potential buyers can evaluate the credibility of every seller through the verification and voucher process, and sellers with high rankings have an advantage over those with empty histories. myTAG's rich functionality means sellers can showcase their items in the most appealing way, using multiple photos, videos, adding UPC or ISBN codes, all for free.

4. The holidays are approaching. How can people manage their gift lists, finding unique and affordable presents – and let others know what they wish for?

myTAG's unique tagging system lets gift buyers set up as many #wishTAGs as they like and they will be instantly alerted when that item shows up on myTAG for sale, meeting the parameters set as far as price, locality, description, etc. Users can share their #wishTAGS with others, too, through their social channels – an easy way to drop that "hint" of they really hope to find under their Christmas tree.

2013 News Releases:

San Jose, CA (PRWEB) September 05, 2013

myTAG Announces \$500 Beta Sign-Up Contest <http://www.prweb.com/releases/2013/9/prweb11087740.htm>

SAN JOSE, CA (PRWEB) August 29, 2013

myTAG Now Open for Beta Testing <http://www.prweb.com/releases/2013/8/prweb11066447.htm>

SAN JOSE, CA (PRWEB) August 22, 2013

myTAG Changes the Way Local eCommerce Works Adding Trust, Transparency and Tangibility to the Process <http://www.prweb.com/releases/2013/8/prweb11046458.htm>