



## **Listia Partners With Best Buy to Power Their Trading Marketplace**

Users can exchange old, unwanted goods for thousands of new Best Buy products

Mountain View, CA, Jan. 18, 2013 -- Listia, the fastest-growing marketplace for trading, today announced a relationship with Best Buy that lets users exchange their old, unwanted items for brand new Best Buy products sold through the Listia Rewards Store.

"Listia has become the best tool available for unlocking the idle value in your closet," said Gee Chuang, CEO and Founder of Listia. "We've helped over 2 million users sell their old and unwanted goods for Listia credits that can be used to purchase brand new merchandise. By integrating our Rewards program with the BBYOpen API, we can now offer hundreds of thousands of premium Best Buy items to our community of traders."

Since the site's launch over 3 years ago, Listia has become the go-to website for exchanging used and new goods, with over half a million items traded per month. The company has also seen over 500% mobile growth in the past year, with over 600,000 trades conducted via iPhone and Android devices.

Through their BBYOpen APIs, Best Buy enables their partners to display over 500,000 products on their own web presences. By teaming up with Best Buy, Listia, is able to seamlessly tap into the product catalog of North America's leading consumer electronics retailer. Items purchased through sites powered by BBYOpen are shipped directly to consumers, or can be made available for same day pickup at over 1000 Best Buy retail locations nationwide.

### **Additional stats about Listia:**

- Over 7 million items traded by more than 2 million users
- Addicted users spend over 30 minutes on the site per visit
- Listings in over 3,000 cities

### **About Listia**

Listia is a web and mobile marketplace where users exchange goods for free. Traders give away things they don't want or need in exchange for credits that are later redeemed for goods offered by other users. Founded in 2009, Listia is headquartered in Mountain View, CA and is backed by Andreessen Horowitz, SV Angel and YCombinator. For more information, please visit [www.listia.com](http://www.listia.com). Listia's free mobile apps are available for both [iPhone](#) and [Android](#) devices.