



For Immediate Release

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Finding What You Want to Buy Most; eLayaway Launches Search Function with TheFind

Tallahassee, FL—April 16, 2007--eLayaway.com announced today the launch of a new merchant and product search function through their strategic partner TheFind that will enhance the ability of shoppers to find the things they want to buy most.

The search-bar function of the Tallahassee-based payment brand is displayed on their home page and effectively searches merchants who currently offer the eLayaway payment option on products and services a consumer is looking to purchase.

“Having a search function on our site will increase the speed and efficiency of our growing network of shoppers who are currently using eLayaway to plan purchases,” said Joe Martinez, Vice President of Information Technology with eLayaway. “When you combine this new search function with our unique payment model, merchants offering eLayaway will certainly see an increase in visits and conversion rates.”

TheFind.com, the leading shopping search engine for discovering lifestyle goods has enhanced the capabilities of eLayaway’s merchants to court shoppers with their products while improving the overall shopping experience.

“Shoppers who use eLayaway are savvy by nature and enjoy looking through product categories to begin making multiple planned purchases,” added Martinez. “When we began talking with TheFind about our search function needs, I knew their technology could enhance an already unique shopping experience.

Last week eLayaway announced a new strategic partnership with CardinalCommerce that will take the alternative payment option to over 30,000 current CardinalCommerce merchants whose products will be searchable from the eLayaway home page search function.

“In eRetail, shoppers demand easy site navigation, more control over the way they both find and fund their purchases, as well as the ability to uncover hidden deals and bargains,” said Michael Bilello, Vice President of Strategic Relations for eLayaway.

About TheFind Inc.

TheFind.com offers a shopping search engine that delivers comprehensive, authentic and visually compelling results for products, specializing in the lifestyle goods category. From the most popular e-commerce sites to the most unique, hard-to-find brands, TheFind uniquely crawls the entire Web to find more than 200 million products from over 500,000 stores. By using its patent-pending “product ranking” technology, TheFind displays the best-selling products, styles, brands and stores for any shopping search right on the first page of results – saving consumers time and money. TheFind Inc., headquartered in Mountain View, Calif., is backed by leading investors Bain Capital Ventures, Redpoint Ventures and Lightspeed Venture Partners.



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About eLayaway™

elayaway.com is similar to traditional layaway, allowing shoppers to buy a product online and pay for it in regular automatic installments with automatic clearing house (ACH) processing by HSBC and delivery upon full payment. Founded by Matt Ryncarz and Sergio Pinon in 2005, eLayaway.com is based in Tallahassee, FL with over 40 employees and staff. Executive biographies, press information, related links and articles are available at www.eLayaway.com. Link to step-by-step video: www.elayaway.com/purchasing-power ; Link to our Sample Calculator: www.elayaway.com/how_it_works/calculator

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