

WhyAbe.com has a New Look for 2007

Procurement professionals use WhyAbe.com in their strategic sourcing initiatives to quickly obtain value and savings for their organization.

WILLOW GROVE, Pennsylvania – January 16, 2007 – WhyAbe.com is starting off 2007 with a more professional layout and new features for both buyers and suppliers. The free Rfx and Reverse Auction site now allows users to create a Rfx from one of our free templates, and read testimonials on how WhyAbe is saving companies millions.

Buyers and sellers now have listings available on separate pages for their ease of use. Once registered, buyers have the ability to choose to have public or private Rfx's or auctions and monitor their activity through the dashboard feature. WhyAbe.com now allows buyers to watch their auctions live to obtain the best value for their organization. Buyers can create a free Rfx from templates and tools available on the site.

Sellers can quickly and easily list their product or service for sale using WhyAbe.com. Sellers can create a profile in the "About Me" section of the site to gain more exposure and obtain free trade leads. As a registered seller, you can monitor all your activity from the dashboard feature and respond to all inquiries.

WhyAbe.com is an automated collaborative marketplace that can be used by any organization in any industry. Registering and using the site is free. Obtaining value from WhyAbe is instant. Procurement professionals know that WhyAbe.com's free Rfx and Reverse Auctions are easy to use and manage. Read testimonials at www.WhyAbe.com from users who control costs, manage performance, ensure compliance, and quickly deliver value using WhyAbe's free e-commerce web tool.

There is no software to install or PC's to configure. A computer equipped with the latest version of Internet Explorer or Firefox (available free @ whyabe.com) provides immediate access to the comprehensive and user friendly tool.

WhyAbe is available immediately at www.WhyAbe.com