

## **Perfume Bay Founder Launches *MakesNoScents.com* Blog To Reveal Legal Battle With eBay**

HUNTINGTON BEACH, Calif., Aug. 28, 2007 – As a three-year classic David and Goliath court battle comes down the home stretch between fragrance e-tailer **Perfume Bay, Inc.** and Internet auction giant **eBay**, the tiny Perfume Bay has launched a new blog, [www.MakesNoScents.com](http://www.MakesNoScents.com), to tell the tale of the legal wrangling and its burden on the company.

The new blog was officially launched today, created by Perfume Bay Founder and President Jacquelyn Tran, to tell her customers, vendors and the general public the story behind the story. Tran is looking forward to comments from visitors to her blog.

“Now, after three years, we’ve decided it’s the right time to tell our tale,” says Tran. “Our main focus has been to continue providing our customers with quality products and superb service.”

The new blog, [MakesNoScents.com](http://MakesNoScents.com), goes into more detail about the lawsuit which is the result of eBay not wanting Perfume Bay to use the word “bay” in its domain name. The legal battle is still being resolved at the Appellate Court. Perfume Bay is fighting to keep its Website URL name, which it has owned since its inception in 1999, and the focus of costly brand marketing and search engine marketing ever since.

The Appellate Court’s decision will determine whether Perfume Bay can continue to serve its more than 300,000 worldwide customers and, in fact, continue to grow the company – or, as eBay wants, change its domain name and totally re-brand itself after eight years in business.

In 2005, Perfume Bay’s revenues were less than half of 100<sup>th</sup> of one percent of eBay’s \$4+ billion. Tran perceives herself and the company she founded to be a perfect example of David standing up to the giant Goliath.

In the meantime, Tran, whose family immigrated to the United States from Vietnam in 1980, has continued to scoop up prestigious awards, including:

- Inc. Magazine 2006 “30 Under 30”
- OC Metro’s 2006 “Hot 25 List”
- 2007 Ernst & Young Entrepreneur of Year Orange County, Finalist
- Internet Retailer’s “Top 500 Internet Retail Companies”

“I just want to keep doing business. I love what I do – it’s really the American dream to run your own successful business and I’m determined to keep up the fight for what we believe is right,” Tran said.

## About Perfume Bay

Perfume Bay, at [www.perfumbay.com](http://www.perfumbay.com), is one of the Internet's most recognized and frequently visited beauty web sites. With more than 900 unique brands, and new products added daily, including discontinued and hard-to-find items, and miniatures, customers have access to exceptional and secure on-line shopping, without leaving the comfort of their own home. In addition to thousands of fragrance and beauty products that can be purchased at affordable prices, Perfume Bay shoppers can find unique Web sections with in-depth product features, exclusive promotions and industry news.

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