

FOR IMMEDIATE RELEASE:

New E-commerce Marketplace Makes Bitcoin More Accessible to the Average Person

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OmniBazaar, Inc. announced today that it has opened its beta test of *OmniBazaar*, a new entry point for the average person into the world of cryptocurrencies.

The concept is simple: Practically everyone has some product or service they could sell on eBay, Upwork or Craigslist for local currency. *OmniBazaar* allows these same people to sell those goods and services in exchange for cryptocurrencies instead of cash. Anyone with a product or a service to sell can now easily exchange that item for bitcoins, Ether or OmniCoins (the built-in cryptocurrency of the *OmniBazaar* marketplace).

OmniBazaar provides a simple “gateway” to cryptocurrencies for people who are intimidated by the complexities of opening an account at a cryptocurrency exchange. It also saves users the time and cost of wiring money to an exchange. Anyone with a product or service to sell can list on *OmniBazaar* in minutes and can have cryptocurrency in their wallet as soon as their item sells.

“We are providing a straightforward way for the average person to participate in the growing popularity of cryptocurrencies. Instead of jumping through hoops to set up an account at a cryptocurrency exchange, people can simply use *OmniBazaar* to *barter for bitcoins*.” said co-founder and CEO, Richard Crites.

Unlike eBay, Amazon, Upwork and others, *OmniBazaar* removes the middlemen and bankers from transactions. Users deal directly with each other, using a free software application on their computer, and pay dramatically lower fees as a result. With *OmniBazaar*, online sellers save 90–100% of the fees they would pay Amazon or eBay. Online buyers benefit from lower prices, and escape from “big data” tracking and “push” marketing.

“We are doing in e-commerce what Uber did in the taxi industry and AirBnB did in the hotel industry”, Crites continued.

Beta testers and early adopters receive free OmniCoins to use in the marketplace. Users may download the free *OmniBazaar* software at <http://download.omnibazaar.com/support/download?ref=social>. The *OmniBazaar* marketplace is open and “live” during the beta test, and the public is encouraged to participate.

About OmniBazaar:

OmniBazaar is a community-owned, peer-to-peer, e-commerce marketplace. The *OmniBazaar* ecosystem includes its own built-in cryptocurrency (“OmniCoin”), an influencer marketing system, social messaging, reputation tracking, escrow agents, and bonuses to provide user incentives for participation and growth. Social influencers enjoy a simple referral system that allows them to monetize their social networks. Marketplace buyers and sellers can generate additional income by publishing listings for other user or providing escrow services in the marketplace. OmniBazaar provides a simple “gateway” to cryptocurrency by allowing users to *barter for bitcoinSM*.

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