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FOR IMMEDIATE RELEASE

Swap.com Services Oy and The Jay Group Ltd. enter a partnership for US based Swap.com Inc.

Helsinki-based Swap.com Services Oy has completed a transaction with North Carolina-based The Jay Group Ltd. ("TJG") to sell 51% of the US based Swap.com, Inc. ("Swap.com"). The agreement includes the transfer of fulfillment and warehouse operations for Swap.com to a TJG facility in Rocky Mount, North Carolina.

"We are excited to move forward under this partnership. The synergies and expertise that come along with The Jay Group, provide Swap.com the flexibility needed to address such a large and growing market as pre-owned clothing. Swap.com can now better focus on developing its marketplace with the support of an established partner." Antonio Gallizio – CEO, Swap.com Inc.

"This partnership further deepens our commitment to building a complete re-commerce solution for brands and retailers. This positions us extremely well to continue to transform our business by leveraging our reverse logistics platform and operational experience to drive an exciting, new model of e-commerce." Ryan Jay – CEO, The Jay Group Ltd.

About Swap.com

Swap.com is a leading online consignment and thrift shop offering pre-owned clothes, and accessories, for babies, children, women and men, the company is a one-stop shop the whole family can enjoy. Swap.com strives to redefine consignment services by making the process of buying and selling pre-owned goods more convenient, secure, and profitable. Swap.com shoppers can feel good that their purchases prevent waste by keeping merchandise out of landfills. Swap.com's fulfillment center is now based in Rocky Mount, North Carolina, with marketing and customer support remaining in Chicago, Illinois, and development in Helsinki, Finland. The service was launched in 2012.

About The Jay Group

The Jay Group is a third-generation privately held business in Rocky Mount, NC. For over 80 years, the company has been a leader in liquidation and exporting of footwear and apparel for brand sensitive clients. Over the last three years, The Jay Group has built a proprietary re-commerce software platform to help global brands, e-tailers, and retailers solve a variety of reverse logistics and merchandise return problems. The Jay Group provides end-to-end solutions and services for brands and retailers handling their most complicated omnichannel inventory and logistics problems. www.retjg.com