

Social Shopping Network® Launches Competitive Social Shopping Facebook App

Social Shopping Network® launches the world's first competitive social shopping Facebook app with the help of Finnish company Exhibia.com

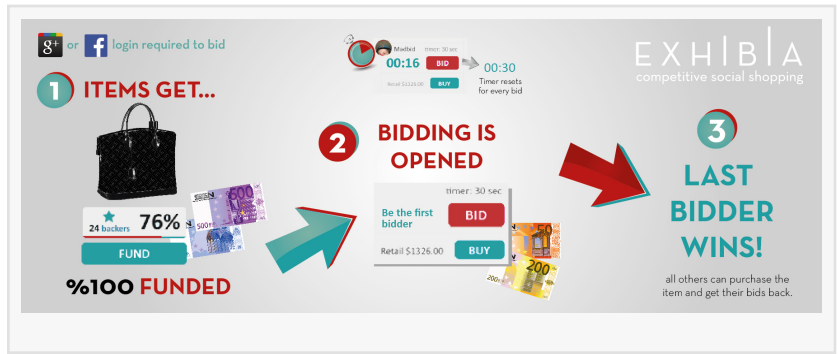
TURKU, FINLAND, June 5, 2015 /EINPresswire.com/ -- [Social Shopping Network®](#) company announced today it has licensed their "prefunded bidding fee auction" patent to Finland's [Exhibia OY](#). Exhibia revolutionizes the competitive social shopping industry by accepting bids from only Facebook or Google verified bidders. With the help of social login technology Exhibia customers can be sure they are always bidding against other real people and never against skills or bots.

Exhibia is a [Facebook auction](#) app for brand new Amazon merchandise and gift cards. Guests utilize an authentic 1-click bidding system at Exhibia Facebook auction which is now open for people who want to shop and enjoy friendly, honest competition. Bidders are able to purchase bid packages that will help fund an item of interest and place it in sequence for the next live auction. After removing the skills and bots from the game, the software needs to be aware that there are at least two interested bidders available, before an item can be safely opened for bidding. The only 1 click method to obtain this information from the customers is called the prefunding click.

So what is wrong with the status quo? "Bots" or "Skills" which are the scourge of the online 1-click auction industry are a type of "fake bidder" created by an auction house to ensure that enough customer paid bids are used before the items are won and the bidding session is closed. Exhibia eliminates the need for these nasty digital impostors by utilizing a patented "pre-funding step" which is the same as buying bid packages



towards an item of interest. Once the pre-funding threshold is reached for that item, the bidding commences with live bidders. The prefunding click is necessary for the auction software to know for sure that there are at least two interested bidders on an item before it can be safely opened for auction. In addition to prefunding, Exhibia.com utilizes a 3rd party verification for every



guest who must be either Facebook or Google authenticated to verify that there is no "robot" bidders. Exhibia is the world's first and only pre-funded bidding fee auction service.

Social Shopping Network®, founder and owner, Miko Lasso stated that he intended to capitalize on the unique opportunities "competitive social shopping" brings to online merchandising: "Exhibia's fluid platform has created a portal into a new frontier of retail. We are dedicated to combining efficiency, infrastructure and high volume to what has already been exceptional organic growth in more than 120 different countries. With years of experience in business development and consulting, it is our very real expectation to make this new project our most epic retail success story yet!"

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Miko Lasso

After receiving a well-appreciated nod from Google in writing, "We believe your business has potential to succeed online," Exhibia was introduced to the business world formally at

(SLUSH Helsinki) on the 18th and 19th of November of 2014. These series of meetings turned the tide of interest away from existing bid sites mired in controversy and plagued with dishonest techniques toward what is undeniably a legitimate and fun new patented platform.

Riding on the inertia of the success from SLUSH 2014, Exhibia is planning to open its first USA office in Miami, Florida. From a new vantage point, and with fresh American viewpoints and capital, the online industry prepares for a major technological game-changer.

For more information about the products offered in the site and how to participate, feel free to visit <http://www.exhibia.com>.

The executive team at Exhibia.com and the Social Shopping Network want to thank the loyal members whose actions helped in leveling the playing field during an exclusive beta test of our patent.

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This press release can be viewed online at: <http://www.einpresswire.com>

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