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FOR IMMEDIATE RELEASE:

**LEADING ONLINE RECREATIONAL RETAIL SITE DAZADI.COM  
JOINS AS ONE OF GOOGLE'S ECOMMERCE PARTNERS IN THE LAUNCH OF NEW  
PLATFORM, GOOGLE CHECKOUT FOR MOBILE**

Los Angeles, CA (November 20, 2007) – Leading online recreational retailer Dazadi.com, announced today that it would start accepting merchandise orders through Google's new payment platform, Google Checkout for Mobile. Dazadi.com is one of just five other companies that will be using the new system facilitated by Cardinal Commerce, a leading provider of online and mobile payment brands.

“We're extremely excited about the growing opportunities and convenience of mobile technology as it allows more people to meet their shopping needs,” said Josh Klaristenfeld, Vice President of Technology. “At Dazadi.com, we continue to push the technological envelope to reach as many consumers as possible, and Google Checkout for Mobile is helping us reach that goal.”

Dazadi.com's mobile retail catalog is accessible via any basic smartphone (iPhone, Blackberry, Treo, etc) in just a few easy steps. The consumer can text a keyword such as “basketball hoop,” “foosball table”, “darts”, or “arcade games” to the shortcode 49432 and almost immediately the customer will receive a text message with a link to a list of relevant products for sale. Once a product is selected, they will click the Google Checkout button to complete the purchase.

**About Dazadi.com**

Dazadi.com, a privately owned online recreational retail site that sells items for play and relaxation is based out of Los Angeles, California. Dazadi.com was started by four brothers setting out to achieve a simple goal: enjoyable, easy and convenient online shopping with less hassle and more options. Since starting in 2002, Dazadi.com is continuously searching for new ways to reach more customers with their trademark customer service and offering of products to enjoy life. For more information visit [www.dazadi.com](http://www.dazadi.com).

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