



## **Fun Publications offers a new alternative to online auctions with McAX!**

Fort Worth, TX - March 4<sup>th</sup>, 2011 - Fun Publications has announced that the online auction site "McAX" (short for Mastercollector Auctions Extreme) has gone live and is currently offering FREE membership through Labor Day 2011 as this beta version is rolled out.

McAX is a truly Collector AND Seller friendly online auction and advertising system. McAX will only charge Sellers a flat fee of \$5 and does not take a cut of Sellers auctions or sales like other sites do. There is never a per-item listing fee or monies owed after the sale! McAX has a very simple interface that allows buyers to easily find the items they are looking for and to help people sell items quickly.

The primary features include:

- Free Membership thru Labor Day, 2011. Fees \$5 a month thereafter.
- Collectors and Dealers can sell items with no additional fees per transaction other than upgraded options like "Featured Listings".
- Easy to Register, Easy to Use.
- Listing formats available: Advertisement, High Bid and Quick Sale.
- Wide variety of listing categories available.
- FREE image hosting! Up to 5 images per listing all hosted on McAX for FREE!
- Listing Periods of Up to 30 Days.
- Going to be out of town? Use the delayed auction start feature.
- Overtime Auction feature! This feature allows bidding to continue on a Hotly contested item with 2 minute increments from the final bid until auction closing. This helps the seller to maximize the amount realized on highly sought after items.
- Regular auctions available as well with a hard closing time.
- Live auction edit feature allows you to make corrections on the fly.
- Looking for a special item? McAX emails you the auctions you are looking for

complete with a picture. No need to go to a link if you are not interested in the item. This feature saves you time.

Of special interest to those who are fans of Transformers and G.I. Joe, Fun Publications has listed many of their “exclusive” items that are usually only sold through the TCC and GIJCC club stores on the auction site to help kick off this beta version. Also available are some collectible pre-production items. All proceeds will be donated to the Fort Worth Children’s Hospital.

For more information on McAX, please visit [www.McAX.com](http://www.McAX.com)

About FUN PUBLICATIONS, INC.

For over 15 years, Fun Publications, Inc. has been a Hasbro licensee offering fans and collectors of pop culture memorabilia news, exclusive product and family events through different print offerings, websites, collector clubs and brand specific conventions such as G.I.JoeCon and BotCon. Located in Fort Worth Texas, Fun Publications reaches a large audience, serving the United States and many other countries such as Japan, Great Britain, Brazil, Australia and Canada. For more information visit [www.TransformersClub.com](http://www.TransformersClub.com), [www.GIJoeClub.com](http://www.GIJoeClub.com), [www.GIJoeCon.com](http://www.GIJoeCon.com) , and [www.BotCon.com](http://www.BotCon.com) .