



Dear Sylglenda Saziru,

A tremendous thanks for a great 2007! This year, the PayPal Developer Community grew more than ever before. You make a huge difference to PayPal, helping us grow by building the world-class e-commerce applications and websites that fuel our business.

### **2007 Rocked**

Looking back on this year, there are so many good things to highlight. Hands down the best: meeting so many of you in person. All over the country, you turned out in droves for our developer events. We also had a fantastic turnout at the annual eBay Developers Conference in Boston, and a lot of entries in our first-ever PayPal developer contest. And we launched the PayPal Certified Developer Program, which quickly became very popular with our merchants and a great source of leads for you.

### **New Leadership, New Programs**

2008 promises to be another great year. The new leader of PayPal's Alliances Division, which includes the Developer Program, is Glenn P. Lim. Glenn will take the program to the next level by leveraging his 20 years of experience building developer and partner programs. Our entire team is thrilled about having him onboard. My role is unchanged and I'm still as involved as ever - so don't hesitate to reach out to me. Over the next few months, stay tuned for program enhancements that will give you more of what you need to be as successful as possible: new features, new educational content, and new marketing programs. See Glenn's message below for more details, and have a great holiday season!

- Damon Williams, Developer Program Manager



### **Coming Up: An Amazing 2008**

Happy Holidays and thank you for being an important part of the PayPal Developer Community! My name is Glenn P. Lim and I joined PayPal six months ago and am excited about the amazing opportunity we all have ahead of us. The PayPal merchant business is growing at 61% year over year, creating enormous demand for developers with PayPal expertise. Our goal is to help you take advantage of this opportunity by providing you with useful tools, services, and information that can help you grow your business.

### **Help Non-Profits Raise Money**

Our first step in this direction occurred last month when we launched the [PayPal Developer Donation Kit](#). There are approximately 1.5 million non-profit organizations in the U.S. that need your help to increase their online fundraising activities. You can bundle your services with components of the PayPal Developer Donation Kit to create your own offering, which you can then promote to non-profits in your area. The kit includes templates for MySpace and Facebook, a pre-integrated PayPal donation button, new

documentation, and sales material to help you gain traction with non-profits. In the first five days of the kit's debut, we had 2,100 downloads and over 100 non-profit organizations implemented it! We're extremely happy to help these organizations get their fundraising efforts online just in time for the holidays.

### **Program Enhancements**

Since last year's Developers Conference, we've spent a lot of time with our developer community getting your input on how we can make our program better. With your feedback in hand, our team has designed major enhancements to the PayPal Developer Program. Some of the things you'll see in 2008 include:

- **New developer website** that will allow you to easily find the information and tools you need to implement PayPal products and services for your merchants.
- **A complete redesign of the DevTalk newsletter** to give you better, more practical information and insights straight from our engineers.
- **Content from our engineers** every quarter, such as white papers, utilities, and code samples.
- **An expansion of our certification programs** to include the great things you build, such as applications and widgets.
- **Pre-packaged vertical-market developer kits** that help you take our products into specific markets.
- **A platform of tools and services** to help you implement and extend our core products.
- **New education programs** that include a series of webinars, videos, and white papers on topics such as ecommerce, products, best practices, and certification.
- **A new approach at the eBay Developers Conference** that will bring you exclusive access and information directly from our engineering teams.

We will be rolling out these enhancements throughout 2008. As you test drive these new services, we encourage your feedback. Tell us what's working and what's not, because this program is for you. Happy Holidays, and thanks again for being a member of our community.

- Glenn P. Lim, General Manager, PayPal Alliances