



## **888 leads charge against fraud through the use of Ethoca**

*Data Sharing pioneer and global internet gaming entertainment leader  
come together to drive innovation in fraud management*

**Dublin, Ireland – Aug 1, 2007** - Ethoca Limited (Ethoca), the pioneer in Data Sharing fraud management for Internet commerce and other “customer-not-present” environments, announced today that 888 Holdings plc (888) has joined the growing list of companies aiming to eradicate unwanted activity through Ethoca’s proprietary Data Sharing service.

The agreement with 888, one of the world’s most popular online gaming entertainment companies, is the latest in a series of landmark signings for Ethoca. Sharing data on unwanted customer activity is ideal for any company that processes transactions in which the customer is not present — on the Internet, or by phone, fax or mail.

“Leading global internet gaming entertainment companies like 888 see working with Ethoca as an opportunity to grow their business — while managing fraud more effectively,” said Andre Edelbrock, Ethoca’s president and CEO. “As fraud and other unwanted activity grow in size and sophistication, businesses need to stay ahead of the curve. Ethoca enables them to do that by sharing their fraud experience for mutual gain in a manner that safeguards their proprietary customer data at all times.”

By enabling 888 to share its customer fraud experience without compromising proprietary customer data, Ethoca complements 888 existing state-of-the-art fraud prevention systems. 888 stands to benefit from Ethoca’s growing list of clients and partners whose global reach and operational capabilities enhance Ethoca’s member-driven Data Sharing service.

“Taking care of our customers has been one of the cornerstones of 888’s success and an area where we have set high standards in terms of responsible gaming and fraud prevention,” said 888 CEO Gigi Levy. “The Ethoca membership allows us to be at the forefront of our industry by enhancing our high anti-fraud standards and reinforcing 888’s position as one of the most responsible online gaming operators.”

Ethoca members are connected to a collective pool of member-provided customer transaction data, securely maintained to protect the privacy of both customers and members. Members see this Data Sharing service as the key to growing their online businesses. Rather than seeing fraud management as an area for competition, internet companies see it as an area for cooperation.

## About Ethoca Limited ([www.ethoca.com](http://www.ethoca.com))

Headquartered in Dublin, Ireland, with offices in Toronto, Canada, Ethoca enables businesses operating in any “customer-not-present” environment (i.e., business by internet, phone, fax or mail) to make informed decisions about their customers through sharing data in a way that is efficient, effective and ethical. Businesses submit transaction data to Ethoca and in return receive summary history and analysis based on the collective data of Ethoca’s clients. The data received can then be used to gauge the fraud-risk associated with any given transaction.

Ethoca’s clients increase profits by finding the optimal balance between allowed transactions and fraud-risk levels, and fraud management costs. Ethoca’s use of independent third-party business process and data integrity audits ensures that the privacy and security of data is maintained. For more information about Ethoca visit [www.ethoca.com](http://www.ethoca.com)

## About 888 Holdings plc ([www.888holdingsplc.com](http://www.888holdingsplc.com))

888 Holdings plc is one of the world's most popular online gaming entertainment companies. 888 develops and manages principal aspects of its operations in-house, including software development, marketing, business development, back office payment processing, risk management, and member relationship management.

Included amongst 888's many online gaming establishments are Casino-on-Net and Pacific Poker, both of which are accessible via 888's centralised Internet gaming venue, [www.888.com](http://www.888.com)

888 has been at the forefront of moves to ensure that the industry is subject to a high level of regulation. It was instrumental in the foundation of the eCommerce and Online Gaming Regulation and Assurance (eCOGRA) initiative. eCOGRA has established a set of best practice regulations and enforces them through a combination of independent monitoring and inspection. Through the establishment of eCOGRA, 888 has helped to create a regulatory framework that delivers safe, honest and player-sensitive online gambling.

888 is licensed and regulated by the Government of Gibraltar, where 888's main headquarters and main operations are located. 888 is listed on the main market of the London Stock Exchange.

## Media Contacts

### Ethoca Limited

Darryl Green – COO  
Gavin Murphy – Marketing Director  
Tel: +353.1.469.3730  
[pr@ethoca.com](mailto:pr@ethoca.com)

### Argyle Communications

Jason Graham  
Tel: +1.416.968.7311 x229  
[jgraham@argylecommunications.com](mailto:jgraham@argylecommunications.com)

Daniel Tisch  
Tel: +1.416.968.7311 x223  
[dtisch@argylecommunications.com](mailto:dtisch@argylecommunications.com)

**ethoca**<sup>TM</sup>

Suite 305  
3013 Lake Drive  
Citywest Business Campus  
Dublin 24  
Ireland

Suite 305  
2968 Dundas St. W.  
Toronto, ON  
M6P 1Y8  
Canada

Main: +353.1.469.3730  
Fax: +353.1.469.3130

+1.416.849.6091  
+1.416.849.6095

Ethoca<sup>TM</sup> is a registered trademark of Ethoca Limited.

[www.ethoca.com](http://www.ethoca.com)