



Ethoca announces program to assure accuracy, integrity and privacy of member data

Data-sharing fraud management pioneer engages PricewaterhouseCoopers to advise on enhanced Governance Program

Dublin, Ireland – October 23, 2006 - Ethoca Limited (Ethoca), the pioneer in data-sharing fraud management for Internet commerce and other “customer-not-present” environments, is formally announcing that it has engaged PricewaterhouseCoopers (PwC) to advise on its enhanced Governance Program. Under the agreement, PwC is providing advice on the design of Ethoca’s proprietary Data Integrity Verification Program and testing Ethoca’s compliance with the AICPA/CICA Privacy Framework.

“We’re committed to maximizing the value our customers receive from Ethoca by helping them manage fraud and drive profitability,” said Andre Edelbrock, Ethoca’s President and CEO. “For Ethoca members, data accuracy, integrity and privacy are of critical importance in reaching these goals. That’s why we’re so committed to our enhanced Governance Program.”

Ethoca’s proprietary Data Integrity Verification Program will provide its members with confidence about the accuracy and integrity of other members’ data. The Program will embrace several tiers of controls, including the potential for independent audit of an individual member’s data.

Ethoca has also announced that it intends to obtain independent confirmation from PwC of its compliance with the AICPA/CICA Privacy Framework, a highly respected standard from the American Institute of Certified Public Accountants (AICPA) and the Canadian Institute of Chartered Accountants (CICA). The framework provides a benchmark in leading privacy practices and the protection of personal information. Compliance with the framework will provide Ethoca and its members with a high level of assurance that personal information is processed with integrity and in accordance with some of the strictest privacy standards available.

“Ethoca’s Data Integrity Verification Program and its compliance with the AICPA/CICA Privacy Framework will give our members increased confidence that the data they use will be reliable,” added Darryl Green, Ethoca’s Chief Operating Officer. “The program will also give our members confidence that the data they provide will be protected, secured and used only for the purposes for which it has been agreed.”

Ethoca members are connected to a collective pool of member-provided customer transactional 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)

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 transactional 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 maximize their net sales by finding the optimal balance between allowed transactions and fraud-risk levels. Ethoca’s use of independent third-party business process and data integrity audits ensures that the privacy and security of data is maintained.

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