



CanadaHelps joins Ethoca in global fight against fraud

*Leading Canadian charity joins community of
companies working together to fight fraud*

Dublin, Ireland and Toronto, Canada – October 11, 2007 - Ethoca Limited (Ethoca), the leader in collaborative fraud management, announced today that CanadaHelps is the latest e-commerce organization to join Ethoca's rapidly expanding community of companies committed to fighting fraud.

CanadaHelps is Canada's only donation portal that provides access to all of Canada's 83,000 charities. Recognizing the benefits of online giving to both donors and charities, CanadaHelps launched its first website in 2000. Today, more than seven years later, CanadaHelps facilitates over \$20 million in donations to Canadian charities annually and donors have given over \$40 million through CanadaHelps since 2000.

"Adding Ethoca's collaborative fraud management service gives us access to the collective fraud experiences of the only global community committed to fighting fraud," said Owen Charters, Executive Director, CanadaHelps. "This service will allow us to make more informed decisions to ultimately identify fraudulent transactions and maximize donations. We must stop fraudsters targeting charitable organizations and working together is the way to achieve this."

This recent announcement underscores the growing movement towards collaborative fraud management as the next step in fighting fraud on a global scale. Ethoca continues to add recognized leaders to its community, and expects other significant announcements in the weeks ahead. Companies that use Ethoca's service see fraud management as an area for cooperation – not competition.

"Companies working together in a community – that's the best way to fight fraud – and now that community includes charitable organizations" said Andre Edelbrock, Ethoca President and CEO. "Fraudsters have no morals and will target any organization where they can carry out fraud, even charities. Finally the tables are being turned on fraudsters."

About Ethoca Limited (www.ethoca.com)

Headquartered in Dublin, Ireland, with offices in Toronto, Canada, Ethoca is the leader in collaborative fraud management. Ethoca enables businesses operating in any customer-not-present environment - business by internet, phone, fax or mail - to make informed decisions about their customer transactions by sharing fraud experience data in a way that is secure, automated, effective and ethical. Businesses submit transaction data to Ethoca and can use summary history and analysis based on the collaborative data of Ethoca's clients to gauge the fraud-risk associated with any given transaction.

Ethoca's community includes a number of leading and recognized companies and payment and fraud solution provider partners from around the world.

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.

About CanadaHelps (www.canadahelps.org)

CanadaHelps, a public charitable foundation, is Canada's only donation portal that provides access to all of Canada's 83,000 charities, from national organizations like national cancer charities to smaller groups like local animal shelters and soup kitchens. Today, more than seven years later, CanadaHelps facilitates over \$20 million in donations to Canadian charities annually and donors have given over \$40 million through CanadaHelps since 2000.

For donors, CanadaHelps.org simplifies the donating process, making it easy, quick and secure. Donors go online, select as many charities as they wish, make their donation and receive a tax receipt for each donation immediately. For charities, CanadaHelps.org provides a cost effective alternative to setting up their own online donations facilities: there is no set up fee, no annual charges and charities receive immediate notification when a donation is received. Charities are only charged when a donation is actually made, thereby ensuring a charity is not paying for a service that is not being used. For more information about CanadaHelps visit www.canadahelps.org.

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The logo for Ethoca Limited, featuring the word "ethoca" in a lowercase, sans-serif font with a trademark symbol (TM) to the upper right.

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