



Logic Empire joins Ethoca in global fight against fraud

*Leading online skill gaming company joins community of companies
working together to combat online fraud*

Dublin, Ireland – October 15, 2007 - Ethoca Limited (Ethoca), the leader in collaborative fraud management, announced today that Logic Empire is the latest international company to join Ethoca's rapidly expanding community committed to fighting fraud.

Logic Empire is a leading online skill gaming company operating multiple brands including Play65, Play89, GammonEmpire and PoolEmpire.

"Ethoca's collaborative fraud management service enhances our fraud management system by allowing us to benefit from the fraud experiences of other companies across a number of industries," said Gilad Liran, COO, Logic Empire. "Using Ethoca's collaborative fraud management service is a logical step for our business to fight fraud and enhance profitability. I would encourage others to join the community."

This announcement further underscores the global momentum for collaborative fraud management – from online retail to electronic payments to gaming, global leaders see Ethoca's collaborative fraud management service as a way to inform their decisions and enhance their profitability on thousands of transactions every day. Ethoca is the only service that allows companies to benefit from the fraud experiences of other companies - accepting more of the "right" types of transactions increases revenue, and declining the "wrong" ones reduces losses and non-payment.

"Logic Empire, like many other companies, recognize the importance and underlying value collaborative fraud management offers in eliminating unwanted customer activity and maximizing profit," said Andre Edelbrock, Ethoca President and CEO. "Why fight fraud alone? Fraud techniques are constantly evolving and becoming more sophisticated, and collaborative fraud management is the answer to this global challenge."

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 Logic Empire (www.skillempire.com)

Logic Empire, founded in 2004, is a leading skill gaming company that owns and operates two of the largest real money online gaming sites: the online backgammon room www.Play65.com launched in 2004 and the online pool site www.Play89.com launched in April 2007. The company also operates www.GammonEmpire.com and www.PoolEmpire.com sites. For more information about Logic Empire visit www.logicempire.com.

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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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