



## ***bwin* selects Ethoca to combat fraud**

*The world's leading provider of online gaming entertainment  
selects data-sharing pioneer to help combat fraud*

**Dublin, Ireland – June 27, 2007** - Ethoca Limited (Ethoca), the pioneer in data-sharing fraud management for internet commerce and other customer-not-present (CNP) environments, announced today that *bwin* Interactive Entertainment AG (*bwin*), the world's leading provider of online gaming entertainment, has joined the growing list of companies committed to eradicating unwanted customer activity through Ethoca's proprietary, ethical data sharing service.

Publicly traded on the Vienna Stock Exchange, *bwin* derives its revenues primarily from sports betting and poker on its websites [www.bwin.com](http://www.bwin.com) and [www.pokerroom.com](http://www.pokerroom.com). Through Ethoca, *bwin* will be able to manage, analyze and make informed decisions about potential unwanted customer activity — an important and financially prudent consideration when processing transactions in customer-not-present environments.

"As a global player in a global internet market, *bwin* recognizes that eliminating unwanted customer activity through data sharing is the next logical step in fraud management, and Ethoca has the tools, expertise and resources to help them achieve this goal," said Andre Edelbrock, Ethoca President and CEO. "As a pioneer in data sharing services, we're committed to helping companies in all sectors manage fraud and maximize profitability while ensuring integrity, privacy and the accuracy of our clients' data. Simply put, data sharing just makes good business sense for any company that operates in a CNP environment."

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. The company's expanding membership means its clients have access to the collective experiences and analyses of a broad and varied number of sectors. By cross-industry referencing, data sharing can help increase revenue, reduce overall fraud rates, and enhance customer relationships.

Members see Ethoca as a great way to grow their businesses. Rather than seeing fraud management as an area for competition, members see it as an area for cooperation.

"From the outset, *bwin* has committed itself to the most stringent self-regulation standards in terms of responsible gaming and fraud prevention", said *bwin* spokesperson Karin Klein. "The Ethoca membership allows us to keep or even improve our high anti-fraud standards."

## 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.

## About bwin ([www.bwin.org](http://www.bwin.org))

The *bwin* Group has over 11 million registered customers (including 7 million “play money” customers) in over 20 core target markets. Operating under international and regional licences in countries like Gibraltar, Kahnawake (Canada), Belize and Germany, Italy, Mexico, Argentina, Austria and the United Kingdom, the Group is the number one address for sports betting, games and entertainment via digital distribution channels. The Group offers sports betting, poker, casino games, soft and skill games, as well as audio and video streams on top sporting events such as the German Bundesliga. The parent company, *bwin* Interactive Entertainment AG, has been listed on the Vienna Stock Exchange since March 2000 (ID code “BWIN”, Reuters ID code “BWIN.VI”). All details about the company can be found on its investor relations website at [www.bwin.ag](http://www.bwin.ag).

## Media Contacts

### Ethoca Limited

Darryl Green – COO  
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)

### *bwin* Interactive Entertainment AG

Karin Klein, Corporate Communications  
Börsegasse 11, 1010 Vienna, Austria  
Tel.: +43 (0) 50 858 20008  
[press@bwin.org](mailto:press@bwin.org)

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

Suite 305  
3013 Lake Drive  
Citywest Business Campus  
Dublin 24  
Ireland

Main: +353.1.469.3730  
Fax: +353.1.469.3130

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

+1.416.849.6091  
+1.416.849.6095

ethoca™ is a registered trademark of Ethoca Limited.

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