



Stan James joins Ethoca and industry leaders in the global fight against fraud

Leading Sports Betting Brand chooses Ethoca to maximize profits through enhanced fraud management

Dublin, Ireland – October 1, 2007 - Ethoca Limited (Ethoca) announced today that Stan James has joined the expanding list of global companies joining forces to work together to eradicate fraud and other unwanted activity throughout the ecommerce world. Working in cooperation with each other allows companies to further a more trusted and safe ecommerce environment for merchants and consumers.

“Fraudsters, whether operating alone or in collusion, target all companies and it is time for us to work together – not just within our industry but across all industries.” said Peter Fisher, CEO, Stan James. “Ethoca have delivered the solution that finally makes all the benefits of working with others a reality.”

Ethoca recently added bwin and 888 to its Data Sharing service, and expect to announce other significant new member signings in the months ahead. The company’s expanding membership means its clients have access to the collective experiences and analyses of a broad and varied number of sectors. Companies that join Ethoca’s Data Sharing service see fraud management not as an area for competition, but as an area for cooperation.

“Stan James is the latest gaming operator who recognizes that using Ethoca is an opportunity to grow their business while managing fraud more effectively,” said Andre Edelbrock, Ethoca President and CEO. “Fraud is becoming more sophisticated and companies need to consistently review their fraud management practices to ensure they remain ahead of the fraudsters. Ethoca’s Data Sharing service allows them to achieve this by sharing fraud experiences in an efficient, effective and ethical manner for mutual gain.”

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 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 offer the first successful implementation of Data Sharing which is centralized with controlled access to data in a manner that protects the privacy and security of both member and customer data.

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 Stan James (www.stanjames.com)

Stan James are licensed under The Gaming Ordinance 2005 in Gibraltar. The Stan James brand has been at the forefront of Sports Betting over the last decade. With innovative markets and value prices Stan James has become one of the most acclaimed names within the betting industry. The Stan James Call-Centre handles thousands of calls every day. For more information about Stan James visit www.stanjames.com.

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

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