



The Gaming Network adds Ethoca's Data Sharing service to enhance its fraud management offering

Ethoca Data Sharing continues to build on success with latest signing

Dublin, Ireland – September 12, 2007 - Ethoca Limited (Ethoca), the pioneer in Data Sharing fraud management for internet commerce and other customer-not-present (CNP) environments, announced today that Malta registered The Gaming Network Limited (TGN) has joined the growing list of companies committed to eradicating unwanted customer activity through Ethoca's proprietary, ethical Data Sharing service.

The Gaming Network offers their network partner clients a unique, fully managed, fully licensed gaming platform, allowing them to focus on their core business of driving customers, revenue and ultimately profits.

"TGN continuously evaluates ways to enhance our value offering to our client base, and with industry leaders like bwin and 888 signed up to the Ethoca Data Sharing service we see the clear value Data Sharing can offer our clients," said Simon Beeson, Managing Director, TGN. "With Ethoca we can continue to focus on our core business while bolstering our anti-fraud capabilities with a leading-edge fraud management solution."

Ethoca recently added bwin and 888 as members to its Data Sharing service, and expects other significant announcements 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.

"Data Sharing is the way forward in the ongoing battle to combat fraud in the CNP environment as underpinned by our unprecedented success to date," said Andre Edelbrock, Ethoca President and CEO. "The Ethoca Data Sharing service offers real value in managing fraud effectively and ultimately increasing profitability."

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'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 The Gaming Network (www.thegamingnetwork.com)

The Gaming Network Limited is a Malta based company that offers network partners a unique gaming platform. TGN is able to offer its network partners a low risk/low cost fully-managed gaming solution, quick start-up times, instant bingo critical mass, full regulatory compliance and industry best business practices designed to ensure client success and profitability. TGN is a fully licensed network gaming platform that operates under a Class 1 gaming license issued by the Lotteries and Gaming Authority of Malta. For more information about TGN visit www.thegamingnetwork.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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