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iovation's Shared Device Reputation Network Surpasses 100 Million Unique Devices

iovation, The Device Reputation Authority™ for the Internet, announced today that their unique real-time fraud management service has recognized over 100 million unique devices. In helping online businesses combat online fraud and abuse, iovation achieved this significant milestone after profiling well over a billion devices for their growing customer base.

“We are extremely happy with the tremendous growth of our shared device reputation network,” said Greg Pierson, CEO of iovation. “We now manage the reputation of more than 100 million unique computers and other Internet devices from literally every country in the world. Hitting this milestone further establishes iovation as the leader and authority in device-based fraud and abuse management.”

Independent of identity and financial data, iovation's patented technology helps online businesses determine in milliseconds if a computer has been associated with a problem they care about. iovation's Device Reputation Authority™ (DRA) is the world's only shared device reputation database. As more and more online businesses provide data to the global network, subscribers benefit from the system's growing device reputation intelligence. Online businesses protected by iovation immediately benefit from all the fraud management resources, risk management tools and collective experience of every online service using the iovation platform.

Greentube submitted the 100 millionth unique device to iovation's database, hitting a major milestone for iovation. Greentube is a leading developer and provider of gaming solutions in Europe and has been proactively preventing fraud and abuse with iovation since 2007. “iovation has been a great help in reducing credit card fraud, stopping repeat offenders, and we are thrilled to be a part of crossing this significant milestone,” says Greentube.

Nick Drew, Executive Director from ClickandBuy reiterated the value of iovation's shared device reputation network. “iovation's unmatched database of unique device reputations continues to set it apart from the other fraud management solutions available. Crossing this milestone is a significant event and is a clear indicator of the value that we and other customers get from this service.” ClickandBuy, www.clickandbuy.com, is one of the leading payment systems on the Internet – with more than 12 million customers and more than 14,000 merchants – and uses iovation as an important part of their fraud management strategy.

“The power of our shared network is attributed to our customers' relentless dedication to stopping online fraud within their network and across the Internet,” said Pierson. “As our customer base grows, so does the intelligence of our shared platform. As our platform grows, it becomes an increasingly powerful tool for helping our customers identify fraud and abuse and stop repeat offenders.”