



For Immediate Release
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AspDotNetStorefront Partners with MaxMind to add Online Fraud Protection Screening for E-commerce Transactions

June 26, 2006, Rocky River, OH and Boston, MA. – AspDotNetStorefront.com (www.aspdotnetstorefront.com), a leading Asp.net e-commerce shopping cart platform used by over 3000 online merchants and asp.net developers, and MaxMind, a leading provider of IP geolocation and fraud detection solutions, today announced a partnership aimed at helping customers reduce fraud levels in e-commerce site transactions. The partnership illustrates MaxMind and AspDotNetStorefront's continued commitment to improving the safety and security of online shopping.

As part of the agreement, AspDotNetStorefront has integrated MaxMind's fraud detection solution into its ML version platform to complement and enhance AspDotNetStorefront's existing fraud screening controls such as Verified by Visa and SecureCode by MasterCard. MaxMind's fraud detection solution can be applied to screen credit card transactions not covered by 3-D Secure as well as PayPal transactions.

"With the problem of online e-commerce fraud on the rise, we are continually looking for tools that can help our customers fight online fraud, maximize profitability, and protect consumers," says Robert Brainard, CEO of AspDotNetStorefront. "MaxMind's solution, which focuses on IP authentication and collaborative network protection, complements existing solutions already offered to our customers in the AspDotNetStorefront platform."

"The integration of MaxMind's minFraud service demonstrates AspDotNetStorefront's dedication to providing easy access to industry leading security and fraud prevention tools," says Ed Lin, business development manager at MaxMind. "By adding support for our minFraud service, AspDotNetStorefront's clients can easily access our service and the minFraud network without additional programming or customization. Through turnkey settings in the storefront, customers can easily add this additional level of fraud screening and detection to their storefronts."

About AspDotNetStorefront

AspDotNetStorefront.com, a Division of Discovery Productions, Inc, a privately held company headquartered at 20950 Center Ridge Road, Suite 310, Rocky River, OH 44116 provides online e-commerce shopping cart platforms for over 3000 merchants and developer partners. For more information, visit www.aspdotnetstorefront.com or call 602-490-0243.

About MaxMind

Founded in 2002, MaxMind is an industry-leading provider of geolocation and online fraud detection tools. By accurately pinpointing the location of Internet customers and visitors by country, geographic region, down to the granular detail of city in real-time, MaxMind enables online businesses to localize content, deliver geo-targeted ads, perform site traffic analysis, manage digital rights, ensure regulatory compliance and detect fraud. MaxMind's minFraud service is a transparent and customizable fraud detection solution for online businesses that accept customer not present transactions. By combining IP authentication with other order variable checks, the minFraud service offers a collaborative and dynamic fraud protection solution through the minFraud Network which currently consists of over 6,000 e-commerce businesses. MaxMind is headquartered in Boston, MA and is privately held. For more information, visit www.maxmind.com, or send email to info@maxmind.com.

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