



News

For Immediate Release

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**AspDotNetStorefront Shopping Cart Partners with CardinalCommerce to support Verified By Visa and MasterCard SecureCode Initiatives
(www.aspdotnetstorefront.com , www.cardinalcommerce.com)**

Rocky River, OH (PRWEB) October 6, 2004 -- AspDotNetStorefront (www.aspdotnetstorefront.com), a leading Asp.Net shopping cart platform provider to nearly 1000 online merchants, released version 3.8 which supports the Verified By Visa and MasterCard SecureCode initiatives, providing a seamless way for online merchants to help prevent and minimize fraudulent transactions and chargebacks. AspDotNetStorefront has partnered with authentication technology leader CardinalCommerce Corporation, to seamlessly integrate its Cardinal Centinel™ technology with the AspDotNetStorefront shopping cart platform.

“As a progressive shopping cart technology provider, we continually look for ways to help small to mid-size online merchants maintain leading edge storefronts, maximizing customer experience, and also provide safety and security for the merchant,” says CEO of AspDotNetStorefront, Robert Brainard. “With the rapid increase in identity theft, and subsequent online credit card fraud, integration of fraud prevention technology such as Cardinal Centinel into our shopping cart platform was a natural fit.”

“As the leading global merchant software provider of Verified by Visa, MasterCard SecureCode and JCB J/Secure, CardinalCommerce is committed to providing merchants with the superior products and services,” says John Lazzaro, senior vice president of CardinalCommerce. “Partnering with a cutting edge technology provider such as AspDotNetStorefront enhances our product offering and simplifies merchant adoption of payment industry authentication initiatives”

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About AspDotNetStorefront

AspDotNetStorefront.com is a Division of Discovery Productions, Inc, a privately held company headquartered at 20950 Center Ridge Road, Suite 310, Rocky River, OH 44116. For more information, visit www.aspdotnetstorefront.com.

About CardinalCommerce Corporation

CardinalCommerce Corporation is a leading provider of a technology-neutral authentication platform for securing electronic and wireless commerce, thus ensuring that individuals, businesses and government agencies can process electronic transactions and access confidential information safely, securely and privately. Cardinal's proprietary technology provides consumers, merchants, credit/debit card issuers, and processors the ability to conduct fully authenticated Internet-based e-commerce, while mitigating the risk of chargebacks. CardinalCommerce is based in Cleveland, Ohio, and has partners throughout the United States, Europe, Africa, the Middle East and India. For more information, visit www.cardinalcommerce.com.

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