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**AspDotNetStorefront to Offer buySAFE Trust Solution
as a Feature of its e-Commerce Platform**

Thousands of AspDotNetStorefront merchant customers can now activate buySAFE to increase shopper confidence, website conversion rates and revenue

ARLINGTON, VA and ROCKY RIVER, OH – Nov. 27, 2007 -- buySAFE, Inc. (www.buysafe.com), the leading trust and safety company for e-commerce transactions, today announced that it has partnered with AspDotNetStorefront (www.aspdotnetstorefront.com) to make buySAFE available to thousands of merchants using AspDotNetStorefront's e-commerce platform. Under the terms of the partnership, both AspDotNetStorefront's merchant customers and its developer community will benefit from buySAFE immediately. buySAFE will be available as an embedded feature that can be activated by merchant customers from the AspDotNetStorefront administration screen. Using the same method, developers that support AspDotNetStorefront will be able to enable buySAFE for their clients as well.

Merchants using AspDotNetStorefront will be able to apply for buySAFE's Trust Solution and add this feature to their retail websites in minutes – free of charge. In addition, the extensive AspDotNetStorefront developer community can easily enable buySAFE into their clients' online stores. Approved merchants will display the buySAFE Seal, which provides the only explicit, third-party endorsement of a merchant's trustworthiness and reliability. The buySAFE Seal also indicates that the merchant is continually monitored, and that its customers' purchases can be fully guaranteed with a bond from buySAFE and its surety partners Liberty Mutual, Travelers and ACE USA.

"We are very pleased to be working in partnership now with buySAFE," said Rob Anderson, AspDotNetStorefront CEO. "AspDotNetStorefront provides our customers the most valuable e-commerce features available at the best price, and buySAFE provides a feature that's proven to increase website conversion, and generate more revenue and profits for our customers. We consider many factors besides just 'using the latest technology' when deciding which features to add to the storefront, and how to make them available to store owners. Our offering buySAFE as a feature lets our merchants use a solution proven to grow their e-commerce businesses."

"We are extremely excited to partner with AspDotNetStorefront, a best-of-breed provider of e-commerce platform solutions," said Jeff Grass, buySAFE CEO. "AspDotNetStorefront's roster of online merchant customers is impressive and we know that buySAFE will benefit their businesses. An AspDotNetStorefront merchant doing \$100,000/month can generate an extra \$80,000 over one year by activating buySAFE. We're thrilled to work with AspDotNetStorefront and look forward to bringing a competitive advantage to their merchants."

To qualify for buySAFE, online merchants must pass the buySAFE certification process, which ensures that they are financially sound, reliable, and committed to delivering on their terms of sale. Merchants that use buySAFE experience higher conversion rates, higher sales, and more frequent repeat shoppers. buySAFE is available free of charge for merchants to use on their retail websites.

buySAFE with AspDotNetStorefront: Early Adopter Program

AspDotNetStorefront merchants who want the advantages of buySAFE through the Early Adopter Program should call buySAFE at 1-888-9-BONDED or visit www.buysafe.com/offerASPDOTNET to get started. Participating merchants are eligible to have two months of hosting paid for by buySAFE, up to \$250.

About buySAFE

buySAFE, Inc. is an expert at ensuring safe, reliable and virtually risk-free online shopping. buySAFE and its surety partners – Liberty Mutual®, Travelers®, and ACE® USA – certify online merchants to ensure they are trustworthy and reliable, monitor them continuously, and stand behind the certification by guaranteeing a shopper's purchase with a bond, up to \$25,000. buySAFE is the only company in the world that provides online merchants with an explicit third-party endorsement of their reliability and trustworthiness, backed by a bond guarantee.

buySAFE has been proven to increase buyer confidence by providing certified merchants with the buySAFE Seal for display on their Website and by enabling shoppers to guarantee their purchase with a bond. buySAFE also benefits merchants because shoppers are more likely to buy when they have trust and confidence that the merchant will perform as promised. With increased buyer confidence, buySAFE Merchants typically enjoy higher Website conversion, more repeat buyers and a better ROI on all their marketing dollars. And the response from customers is clear: buySAFE has guaranteed more than 14 million online purchases with a surety bond.

buySAFE's robust technology platform allows various e-commerce service providers – including storefront/checkout providers, information and site security providers, payment processors, and back office management companies – to offer buySAFE to its merchant customers. To date, buySAFE has integrated with more than a dozen e-commerce service providers, giving more than 175,000 Internet merchants the ability to install and use buySAFE in a matter of minutes. buySAFE is headquartered in Arlington, Virginia. More information is available at www.buysafe.com.

About AspDotNetStorefront

AspDotNetStorefront.com, a Division of Discovery Productions, Inc. is a privately held company headquartered in Rocky River, OH that provides online ASP.NET-based e-commerce shopping cart systems for merchants and developer partners. For more information, visit www.aspdotnetstorefront.com or call 602-490-0243.

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