

buySAFE Awarded TRUSTe's Trusted Download Seal, Certifying buySAFE's Compliance with Industry Best Practices

Arlington, VA (1/28/09) – buySAFE, Inc. , the leading trust and safety company for e-commerce, and TRUSTe, the leading privacy certification program, today announced TRUSTe has certified buySAFE's Shopping Advisor for IE as part of its Trusted Download Program. This certification signifies that buySAFE complies with a set of industry best practices relating to: distribution of Shopping Advisor and clear disclosure of terms, privacy policy and value proposition of Shopping Advisor.

To be eligible for the TRUSTe Trusted Download Program ("TDP"), a software provider must pass TRUSTe's certification process and remain in good standing. A participant may then display the Trusted Download Seal, which tells the user that he can safely download the software with total confidence. Sponsored by industry leaders such as CNETdownload.com, Microsoft, and Yahoo!, the TDP is pleased to certify Shopping Advisor.

"We welcome this certification from TRUSTe, a true innovator in the areas of online privacy, safety and security," said Jeff Grass, buySAFE CEO. "This extends our current relationship with TRUSTe to assure consumers that the download itself complies with TRUSTe's industry-leading standards."

Shopping Advisor is a free desktop application easily downloaded at www.buySAFE.com. It provides two important security features: the Safe Shopping Rating and the Safe Shopping Portal. Shopping Advisor has been downloaded by over 100,000 consumers in a few weeks, confirming that shoppers want and need this service.

The Safe Shopping Rating instantly identifies the most trustworthy online businesses in the search results of every major search engine (Google, Yahoo, MSN, eBay) so that shoppers know which merchants they can trust before they click on the site links. The Safe Shopping Rating looks for four cornerstones of shopper protection and summarizes them in an easilyunderstood rating:

1. **SSL Encryption:** Is there a valid SSL to ensure secure data transmission?
2. **Website Security:** Is the website regularly inspected for security vulnerabilities?
3. **Privacy:** Is there a privacy policy describing how the merchant protects personal information?
4. **Bonded Shopping:** Is the merchant bonded so that shoppers can trust the merchant will perform as promised and the purchase can be fully guaranteed?

The Safe Shopping Portal provides shoppers with the world's first comprehensively secure shopping experience across the Internet. By clicking on the Safe Shopping Portal button within Shopping Advisor, shoppers gain instant access to millions of products including the inventory of Bonded Merchants – each inspected, monitored daily and committed to providing their customers with an outstanding shopping experience. Most importantly, purchases from Bonded Merchants are protected with a bond guarantee of up to \$25,000 as well as comprehensive identity theft insurance, all for free.

About buySAFE, Inc.

buySAFE, Inc. is an expert at ensuring safe, reliable and 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 has been proven to increase buyer confidence by providing certified merchants with the buySAFE Seal and by enabling shoppers to guarantee their purchase with a bond. Shoppers are more likely to buy when they have trust and confidence that the merchant will perform as promised. buySAFE has guaranteed more than 17 million online purchases with a surety bond. buySAFE is headquartered in Arlington, Virginia.