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**CLICKandBUY SELECTS QUOVA INTERNET GEOLOCATION**

*Leading Payment Processor Using Internet Geolocation Data to Aid in Fraud Detection and Regulatory Compliance*

**/24-7PressRelease/** - LONDON, UK, April 02, 2008 - Quova, Inc., the leading worldwide provider of Internet geolocation data and services, today announced that ClickandBuy, one of the leading payment systems on the internet, has chosen Quova to help detect and prevent fraudulent online transactions and reduce regulatory risk. ClickandBuy will be using Quova's GeoDirectory Server for its IP lookup capabilities and proxy detection data to strengthen fraud prevention systems and comply with jurisdictional restrictions governing e-commerce.

"We selected Quova because of its strong track record in internet geolocation and proxy detection. We are still rolling out the technology but in the testing phase we are seeing an increase in the detection of proxy servers and anonymous routing types" said Ian Coates, Director Fraud Management, ClickandBuy (Europe) Ltd. "We are using Quova to strengthen detection and prevent online fraud by referencing anonymiser lists, containing anonymiser IP addresses that have been tracked and labelled as such. Fraudulent transactions and laws restricting content or purchasing from certain regions have made it a necessity for online merchants to determine the level of risk in each transaction. The data delivered by Quova will be a part of ClickandBuy's real time decision making process. Quova data and services will help to increase detection rates relating to IP lookup and aid in the detection of suspicious activities on client accounts, driving down the risk related with online payments."

"ClickandBuy is used by some of the world's largest e-commerce sites. Their decision to implement Internet geolocation technology highlights the importance of this technology in the wake of increasing online fraud," said Marie Alexander, President and CEO, Quova. "By setting standards for products in terms of risk factors, such as identifying mismatches between customers' IP locations and their home addresses, e-commerce sites can reduce online fraud. In general we have found that 80% of online criminals are not in the same region as the victim."

**About Quova**

Quova gives online businesses the ability to determine the geographic location of their Web site visitors. The company offers the most comprehensive, deeply researched and reliable location data available today — without compromising individual privacy. More than 300 companies of all sizes use Quova's data and services to detect and prevent fraud, ensure regulatory compliance, manage digital content rights distribution, and localize ads and web content. The company's customer base includes Microsoft, Major League Baseball, American Express, the BBC, Ladbrokes and Cisco Systems, and investors include Mobius Venture Partners and IDG. Quova was founded in 2000 and is based in Mountain View, California.

**About ClickandBuy**

ClickandBuy is one of the leading E-Payment systems in Germany and Europe. In Switzerland ClickandBuy is operated by licensing partner SWISSCOM and in other European markets by ClickandBuy (Europe) Ltd. ClickandBuy will shortly also be available via TELMEX in Latin America, a market with over 100 million clients. Today over 11,000 merchants already use ClickandBuy for payments settlement, including Apple iTunes, AOL, Skype, T-Online, Meetic, Electronic Arts, Codemasters, Playboy, Yamaha, Nero, SanDisk - and more than 10,000,000 customers pay with ClickandBuy. ClickandBuy has repeatedly received excellent scores and been placed amongst the leading competitors in terms of safety, data protection and ease of use.

In January 2007 Intel invested in ClickandBuy and at the same time ClickandBuy announced a global strategic partnership with Intel. In August 2006 Deutsche Telekom acquired a ten per cent stake in ClickandBuy. Deutsche Telekom and ClickandBuy intend to expand their existing cooperation in strategic terms, with ClickandBuy assuming responsibility for the global settlement of Deutsche Telekom's comprehensive range of products and services. In January 2006, 3i also invested 20 million EUR to support ClickandBuy in its strategy of international expansion.