

PRESS RELEASE

AGE & SHIPPING AUTHENTICATION

For more information contact: Pattie Dillon - Et Al, Inc./IDresponse

FOR IMMEDIATE RELEASE

Location — Olean, NY Date — Sept 30, 2004

IDresponse is a seamless web service interface that brings a simple answer to the complex problem of Age and Shipping Authentication to prevent fraud for online and mail order transactions. IDresponse is the universal solution designed to insulate merchants using a "First Line of Defense" verification system.

The influx of customer-not-present purchasing scenarios challenge the retail industry with delivering products quickly, accurately and cost-effectively. Retailers constantly tweak their mail order management techniques to increase efficiencies. Here the concern lies in time wasted on shipping products to unverified addresses, not to mention the costs of return, double shipping or charge backs.

In the case of online age-sensitive product sales such as wine and spirits, an article in *USA Today dated June 9, 2004 sighted a 15 year old who placed an online order and then received his order "a gallon of tequila" without adult signature. This example exemplifies the serious nature of doing business without some authentication buffers in place. The legal ramifications of incorrect or insufficient verification adds to the potential losses and could alter your business altogether.

The use of the IDresponse age and shipping verification tool reduces those potential losses with a "First Line of Defense" against unqualified orders that should not be processed. An adult signature at the point of delivery serves as a "Last Line of Defense", is advisable and required by some states to further enforce against fraudulent transactions.

The methodology... Addressing potential problems or potential losses prior to shipping and delivery, serve to avoid wasted time and expense in the future. The system also includes the option of using the IDresponse Exclusive Patent Pending IDR Calc Privacy Tool that can protect a customers sensitive unique identifier information during the verification process by a simple calculation. Please call to schedule an appointment for complete demonstration of all our authentication solutions, and see what suits your particular commerce needs best while protecting our nations youth.

IDresponse Age and Identity Management Tools have just introduced a new product to their complete suite of age and identity authentication tools. In addition to their already complete line of web based verification products for: call centers, bulk batch processes and an XML API web service that can be integrated into your existing web site, IDresponse added a new tool on June 24th 2004. The company rolled out a shopping cart for those vendors that want a turnkey answer

for their ecommerce solution. A demo site enables you to look at the turnkey solution or to serve as an example showing what a seamless integration IDresponse XML API web service can look like within your existing custom site. There are many built-in non-intrusive features that allow both the merchant and the customer to feel at ease with the online sales process. The fees for IDresponse services are based on a per transaction basis and are very reasonable prices. If you would like further information please feel free to contact us at IDresponse at 716-372-1800 or visit us online at

2. <http://idresponse.com>.

*As quoted from USA Today Article, "Ordering Liquor Online Sets Off Legal Challenges", by Donna Leinwand, dated June 9, 2004.