



NEWS RELEASE: For immediate distribution

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**KOUNT EXECUTIVE MANAGEMENT TEAM ASSIGNED**  
*Company set to launch highly-sophisticated fraud control technology  
geared toward online merchants*

**BOISE, Idaho- (Jan. 7, 2008)** – Kount, a newly-formed subsidiary of [Keynetics Inc.](#), today announced the appointment of its executive management team. Gearing up for a Jan. 13 release of a highly-sophisticated online fraud detection and prevention tool, Kount now has the following people in place to ensure a successful launch.

**Brad Wiskirchen** is now Chief Executive Officer of both Kount, Inc. and its parent company, Keynetics, Inc.

Prior to joining the Keynetics team, Wiskirchen was a partner at Holland and Hart LLP in the company's Boise regional office. Wiskirchen managed Holland & Hart's Business Entities and Transactions Practice Group, providing counsel to clients on business entity selection, capital acquisition and innovation protection. He represented some of Idaho's largest publicly and privately held companies in mergers, acquisitions, technology transfer and licensing transactions and debt and equity financings.

Wiskirchen earned a B.A. from Brigham Young University and a J.D. from the University of Notre Dame.

**Steven Rouse** is Chief Operating Officer responsible for overseeing both Kount Inc. and its parent company, Keynetics Inc. Rouse has been instrumental in the research and design of Kount's fraud control service and brings perspective from both online and

brick-and-mortar retail. While operating Keynetics' subsidiary, ClickBank, he saw the company grow to become the largest privately held technology company in Idaho.

Prior to joining Keynetics, Rouse served as the Director at First Data charged with running an online payment gateway and risk control service for high volume, high risk merchants. At First Data's TeleCheck business unit, he designed, implemented and managed the underwriting and merchant risk departments for all Electronic Check Acceptance products.

Rouse earned a B.S. in business management from Brigham Young University.

Chief Scientist **Dr. Timothy P. Barber** founded Keynetics in 1998. Since its founding, Barber has been instrumental in Keynetics' expansion as the company has developed several successful electronic commerce companies, including ClickBank.com. In 2000, Barber's machine fingerprinting technology was sold to First Data Corporation.

Prior to launching Keynetics, Barber spent seven years as part of an elite federal research group selected to solve some of the most difficult computational problems facing U.S. national security. Currently, his primary research interest is automated reasoning. He holds ten patents and has numerous publications.

Barber earned degrees in philosophy and physics from the University of Virginia and a Ph.D. in mathematics from Princeton University.

Vice President of Sales **David Walker** is charged with spearheading worldwide sales and marketing for Keynetics, and to help with the introduction of Kount to a national market. Walker's consultative approach to the sales process is a reflection of many years of experience in helping national retailers solve risk control problems.

Prior to joining Keynetics, Walker spent 15 years with First Data's TeleCheck business unit in Houston, Texas. As Vice President of National Accounts for TeleCheck, Walker

gained extensive experience both in sales and servicing of major national retailers including Nordstrom, Office Depot, CVS, WalMart, Borders, Sterling Jewelers, Nike and many others. His experience in reducing risks and fraud from bad checks was a key to First Data in securing the accounts of these major national chains.

Walker earned a B.S. in marketing from Ball State University in Muncie, Indiana.

**About Keynetics Inc.:**

Keynetics is the largest privately held technology company headquartered in the state of Idaho. Keynetics owns and operates several technology-based businesses, including ClickBank, one of the internet's largest online retailers of downloadable e-books, software, and digitally-delivered products.

Keynetics is in the forefront of developing new products and services to help Web merchants increase sales, increase their positive service levels and reduce the risk for Internet transactions from all payment types. Operating since 1998, Keynetics has achieved a remarkable track record of creating and operating new and profitable businesses with proprietary homegrown technologies at their core.

**About Kount:**

Kount Inc., a subsidiary of [Keynetics Inc.](#), is introducing a next-generation fraud control technology geared toward online merchants that greatly reduces the risks of online fraud. The product is set for release next month and will be available for demonstration at the [National Retail Federation 2008 Expo](#), Jan. 13-16, in New York.

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