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**KOUNT COMBATS NEW & EMERGING ONLINE CRIME
TARGETED AT RETAILERS**

Highly-sophisticated fraud control technology to be introduced at NRF

BOISE, Idaho- (Jan. 11, 2008) – [Kount](#), a newly-formed subsidiary of Boise, Idaho-based [Keynetics Inc.](#), today announced a Jan. 13 launch of the company's new online fraud control technology for top Internet retailers. The product will be available for demonstration at the [National Retail Federation 2008 Expo](#), Jan. 13-16, in New York, booth # 124.

Unlike other online fraud detection and prevention tools, Kount guards against organized crime directed at retail sites. It also pierces proxies through advanced geo location technology and reports changes in risk via dynamic scoring.

“Legacy tools such as neural networks, Bayesian inference, and machine fingerprinting are no longer enough to guard against emerging online fraud,” said Brad Wiskirchen, CEO of both Kount and Keynetics. “Today’s criminals are very sophisticated and highly aggressive. What’s more, they’re strategically organizing against online retailers and money transfer agents.”

Because Keynetics also owns [ClickBank](#), an online retailer of e-books and software that completes nearly 20,000 orders a day from more than 200 countries around the world, Wiskirchen knows first-hand the amount of time and money that is lost to online fraud. Since putting Kount’s technology to work, ClickBank has reduced fraud losses by more than 30 percent.

Kount is a hosted application that works with any payment platform. Other features designed specifically for top Internet retailers include customizable business rules for optimized performance and manual review automation tools. For more information about Kount, please visit www.kount.com.

About Keynetics Inc.

Keynetics is the parent company of Kount and 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.

From its start in 1998, Keynetics has achieved a remarkable track record of creating and operating new and profitable businesses with proprietary homegrown technologies at their core. For more information, please visit www.keynetics.com.

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