

Thursday, September 30, 2010

Adaptive Payments and IP Commerce Announce Partnership Enabling Rapid Integration of Secure Online PIN-Debit Services

Fort Lauderdale, FL., September 30, 2010 – Adaptive Payments (www.adaptivepayments.com) the provider of the first dual channel, PIN authentication platform for debit transactions, and IP Commerce, the industry leader in multi-service, multi-channel open API platforms today announced an integration between the two platforms to facilitate the delivery of Adaptive's secure payment authentication services to software companies and developers through IP Commerce's Managed Commerce Services Platform.

Adaptive's unique "5DSecure" five-factor authentication service dramatically enhances payment security and consumer confidence at checkout by separating sales and customer data entered online from PIN and/or other authentication data acquired through the customer's mobile or land line phone – allowing software companies who need to support payment processing to offer secure, more cost effective, PIN Debit payment options for card-not-present transactions.

"The IP Commerce flexible platform requires only a simple API integration for the delivery of our combined services making this an ideal distribution platform for our services," said Shashi Kapur, Chief Executive Officer at Adaptive Payments. "Their distinctive Platform-as-a-Service facilitates the creation and delivery of new, innovative payment solutions to merchants – making them the ideal partner to bring the convenience and security of card-not-present PIN Debit transactions to their cloud."

"We are pleased to partner with a true innovator in the payments market," said Alfred 'Chip' Kahn IV, CEO, IP Commerce. "The alliance enables our broad ecosystem of software company and service provider partners to quickly and easily bundle Adaptive's services with other core payment and value-added services to create the highly-integrated compliant solutions their customers demand."

Integration to Adaptive's authentication services can be done via readily available, language neutral, APIs from IP Commerce's developer-focused portal at <http://commercelab.ipcommerce.com>

About Adaptive Payments

Based in Ft. Lauderdale, FL Adaptive Payments is a payment authentication company that enables easy, safe, secure and authenticated transactions to occur using the cardholders PIN or other data that is known to the cardholder, to authenticate Debit and Credit transactions. The company has developed payment solutions that serve four vertical markets; Internet Sales, Money Transfer, Bill Payment and Prepaid Top Up. These products are delivered across the E-Commerce, Mobile Commerce, Mail/Phone Order, Call Center and Brick and Mortar channels. All Adaptive Payment' solutions feature "5DSecure™" - Five Factor Authentication using two

unique channels for authentication separating the sales and personal data from the secure PIN.

About IP Commerce

Based in Denver, Colo., IP Commerce, Inc. provides the first cloud-computing platform for commerce. The Managed Commerce Services Platform enables Service Providers and Software Companies to become solutions providers enabling new workflows and processes on-demand. The Platform reduces the cost, time and complexity of deploying commerce enabled applications while introducing an application development & delivery layer that provides positive feedback loops and economies of scale (i.e. quicker to market, open new channels) to partners. Whether developing a payment application, or addressing the needs of a community of Software Companies as a payment service provider, the Platform provides a white-labeled approach to integration, promotion, acquisition and activation.

IP Commerce maintains partnerships with some of the world's most respected financial institutions and software companies. Leading investors, including Meritage Funds, Venrock and Total Technology Ventures back the company.

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