

CASHRUN UNVEILS ITS 2012 BI-ANNUAL FRAUD RISK MANAGEMENT REPORT

St. Gallen, Switzerland, February 7th, 2012– CashRun, a leading provider of e-commerce fraud management and global payment solutions, has recently published its 2012 Fraud Risk Management for E-commerce Report in collaboration with The Paypers, the independent source of news and analyses for the professionals in the global payment industry.

The CashRun Fraud Risk Management for E-commerce Report 2012 is aimed at strengthening the support to merchants in the online fraud protection field. Given the continuous surge of fraud protection tools accessible in the market and the lack of information available, online businesses risk being locked in an inefficient and costly solution for a long period of time. Therefore, the Report seeks to increase the merchants' decision-making capacity by informing them about the complexity of the fraud industry, while analyzing the effectiveness of the different fraud protection tools and providing key factors to effectively manage fraud.

“With an increasing number of merchants worldwide perceiving revenue loss as a main fraud concern, it is vital for online businesses to make well-founded decisions and select the right protection solution which optimizes revenue growth per chargeback risk” stated Justin Lie, Managing Director of CashRun Group. The Report can be downloaded for free from both the CashRun and The Paypers websites.

About The Paypers – www.thepayers.com

The Paypers is the leading independent source of news and analyses for professionals in the global payment industry. The Paypers' products are created by payment professionals and cover all significant developments in financial transactions, with a special focus on online payments, online banking, mobile payments, e-invoicing, e-identity and SEPA. The company portfolio includes headlines, newsletters, company profiles, publications, events, jobs, buyer's guides and advertising via multiple media channels and social networks.

About CashRun – www.cashrun.com

CashRun was established in 2007 with the objective of supporting businesses' needs for effective and affordable online payment solutions. Since establishment, CashRun has had tremendous success with key industries that are sensitive towards fraud, and continues to be at the forefront for solutions centering on e-commerce. With strong global presence and partnerships, CashRun supports businesses to develop firmly their core competencies, protect as well as maximize their revenues and growth, and minimize the risks credit card fraud presents to their operations.

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