

## **buySAFE Launches Shopping Advisor for Firefox**

**ARLINGTON, VA (September 24, 2008)** — buySAFE, Inc. today announced the public launch of the buySAFE Shopping Advisor for Firefox, which will enable consumers using the popular Firefox browser to shop online safely and securely. With the addition of Firefox compatibility, about 95% of all internet users will be able to take advantage of buySAFE Shopping Advisor.

The buySAFE Shopping Advisor offers exclusive access to a unique safe shopping channel where every purchase is automatically guaranteed up to \$25,000 and identity theft protected — at no cost. The buySAFE Shopping Advisor also provides objective safety ratings on every U.S.-based e-Commerce website — so consumers have the information they need to make safe and informed online shopping decisions.

The buySAFE Shopping Advisor is a free desktop application that can be easily downloaded and installed ([Installation page](#)). With today's launch of Shopping Advisor for Firefox, Shopping Advisor integrates directly into virtually all Web browsers and provides two important security features: the **Safe Shopping Portal** and the **Safe Shopping Rating**.

### **Safe Shopping Portal**

By clicking on the Safe Shopping Portal button within Shopping Advisor, shoppers are presented with the world's first comprehensively safe and secure shopping experience across the Internet.

Consumers can purchase products via the Safe Shopping Portal confident that each and every purchase will automatically be guaranteed with a bond of up to \$25,000, and be protected with comprehensive identity theft insurance for 30 days, all at no cost.

The Safe Shopping Portal also features product inventory exclusively from Bonded Merchants, which are inspected, monitored daily and committed to providing their customers an outstanding online shopping experience. These are merchants that shoppers can trust to deliver as promised, every single time -- guaranteed. buySAFE is adding more than 10,000 new products to the Safe Shopping Portal every day.

### **Safe Shopping Rating**

Shopping Advisor leverages advanced website inspection technology to provide Safe Shopping Ratings on more than 320,000 eCommerce websites. The Safe Shopping Rating instantly identifies the best online businesses in the search results of every major search engine (Google, Yahoo, MSN, Live.com, Firefox and eBay) so that shoppers know which merchants they can trust before they click on the site links.

Consumers face four primary trust and security threats when buying online:

1. theft of personal information during transmission to a merchant's website,
2. theft of personal information stored at the merchant's website,
3. the merchant's misuse of the personal information provided and
4. the merchant not delivering on the stated terms of sale (merchant non-performance).

The Safe Shopping Rating objectively assesses each merchant's use of the best practices that address these four serious trust and security threats to which every online shopper is exposed. When a merchant has adopted these best practices, a shopper can buy with complete confidence.

The Safe Shopping Rating specifically looks at these four cornerstones of shopper protection and summarizes the merchant's use of them in an easy-to-understand rating:

1. **SSL Encryption:** Is a valid SSL in use to ensure secure data transmission?
2. **Website Security:** Is the merchant's website regularly inspected for security vulnerabilities?
3. **Privacy:** Is there a published privacy policy describing how the merchant will protect personal information?
4. **Bonded Shopping:** Is the merchant bonded so the shopper can trust the merchant will perform as promised and that the purchase can be fully guaranteed?

"buySAFE's mission is to make every internet shopping experience safe, reliable and trusted. Achieving this lofty goal requires arming internet shoppers with better information so they can make smart and safe buying decisions and eliminating major types of risk, like merchant non-performance through bonding," said buySAFE CEO Jeff Grass. "Shopping Advisor makes shopping online safer, and the launch of Shopping Advisor for Firefox means that millions of additional consumers can take advantage of this revolutionary safe shopping application. What makes Shopping Advisor so special is that it leverages sophisticated analytics technologies to provide consumers with the tools and financial protection they need to shop online with complete confidence."

For more information and to install, [please visit to try Shopping Advisor!](#)

#### **About buySAFE, Inc.**

Backed by the strength of underwriters Liberty Mutual, Travelers, and ACE, buySAFE partners with online merchants to provide their buyers trusted, risk-free shopping. buySAFE inspects online merchants, monitors their performance and bonds their shoppers' purchases up to \$25,000. Over 17 million guaranteed purchases from over 3,000 merchants prove that Bonded Merchants enjoy increased sales and profitability by providing their customers a more confident online shopping experience. buySAFE's browser-based Shopping Advisor provides Internet users virtually risk-free shopping across the Internet. For more information, visit [www.buysafe.com](http://www.buysafe.com) or email [customersupport@buysafe.com](mailto:customersupport@buysafe.com).