

## Wild Planet Toy Store Boosts Conversion Rates by Using buySAFE Seal

**Arlington, VA and Richmond, CA (February 28, 2008)** – The results are in: Wild Planet Toy Store (Shopwildplanet.com) has reported an increase of 10.4% in conversion rates since the site adopted the buySAFE Seal. Tested for almost six months across a base of over 150,000 store transactions, the buySAFE Seal reassures customers that they can shop with confidence at Shopwildplanet.com. Wild Planet Toy Store, the official online toy store of Wild Planet Entertainment, partnered with buySAFE, Inc. in early 2007 to test the effectiveness of the buySAFE Seal. The store has integrated the buySAFE trust solution into its ecommerce website so that all of its pages display the Seal. Its shoppers are able to guarantee their purchases with a buySAFE bond up to \$25,000 .

As the Internet's only provider of a regulated third-party guarantee, buySAFE has bonded more than 15,000,000 online transactions. Its Seal, displayed on the merchant's website, assures shoppers that the merchant has passed a rigorous business inspection and can be trusted to deliver on its promises. The Seal has been proven to drive significant increases in the Shopper/Buyer conversion rate for a variety of merchants across all areas of eCommerce.

"We at shopwildplanet.com know that shoppers have a lot of choices on-line, so we're always looking for a way to help our visitors make the decision to become buyers," says Brian Almashie, CEO of 3D Joe Corporation, which operates the Wild Planet Toy Store. "The results speak for themselves: Conversion and revenues are both up more than 10% ... I can't think of anything else I could have done so easily to have such an impact on my business. In addition, the support we've received from buySAFE staff and the easy integration with MIVA makes the buySAFE Seal something I highly recommend to my fellow online merchants."

"It's easy to see what makes Wild Planet Toy Store one of the best merchants on the web," said Jeff Grass, CEO of buySAFE. "With the buySAFE Seal and bond guarantee on the store's website, shoppers can buy in total confidence. Wild Planet Toy Store is committed to delivering imaginative and creative products with great customer service, and we are pleased that our Seal has contributed to the fast growth and continuing success of this innovative merchant."

buySAFE recently announced the addition of several high profile customers including Panasonic Direct and Home Decor Products, as well as partnerships with shopping cart providers Miva Merchant, Devix, Shopsite, CRELoaded, Infopia and others.

About buySAFE, Inc.

Headquartered in Arlington, Virginia, buySAFE is an expert at ensuring reliable and virtually risk-free online shopping. Along with its surety partners – Liberty Mutual, Travelers, and ACE USA – buySAFE certifies online merchants to ensure they are trustworthy, monitors them continuously and guarantees a shopper's purchase with a bond of up to \$25,000. By providing merchants with the world's only explicit third-party endorsement of reliability that is backed by a bond guarantee, buySAFE is able to increase buyer confidence and improve merchant economics.

With increased buyer confidence, buySAFE Merchants typically enjoy higher website conversion, more repeat buyers and a stronger ROI on all their marketing dollars. More information is available at <http://www.buysafe.com> or by calling (888) 9-BONDED.

About Shopwildplanet.com

Shopwildplanet.com, owned and operated by 3D Joe Corporation, is the official online toy store of Wild Planet Entertainment, Inc. Wild Planet (wildplanet.com) creates quality, award-winning toys for boys and girls that are safe, durable and lots of fun. The store makes innovative toys that appeal to both parents and kids, and spark a child's imagination along with providing positive experiences. The company prides itself on its great customer service.