

**VENDA® BECOMES THE FIRST GLOBAL  
ECOMMERCE PROVIDER AWARDED  
ENTERPRISE WIDE TOP SECURITY STANDARD**

**New York & London, February 11, 2008** - Venda, a global leader in eCommerce solutions, today demonstrated its continuing commitment to the highest levels of data security for both its retail partners and their customers alike by announcing that it has been awarded the highest level Tier 1 Certification for compliance with the Payment Card Industry Data Security Standard (PCI-DSS).

Venda is the first global eCommerce provider to achieve enterprise-wide certification, as many other solution providers have only PCI-certified certain areas of their offerings or had to integrate third party applications, unlike Venda who chose to have its entire platform and operation audited to ensure that every single feature, function and operational element of their service was PCI Certified. It represents the culmination of a significant two-year investment program and a rigorous audit by a Visa appointed third party, Security Metrics Inc, of Venda's platform, security systems, organization, and data center facilities.

James Cronin, Group CIO at Venda said, "Providing a secure infrastructure capable of operating 24x7x365 at high scale is no simple task. Our PCI-DSS compliance program has taken significant and sustained investment and maintaining our top level of certification will take no less. I'm delighted that our expert team's work in this area and our market leading infrastructure has been recognized by the award of this global standard. I would also like to thank our independent auditor, Security Metrics, who performed the stringent audit required."

"The increased press coverage that almost weekly data security breaches are receiving makes it crystal clear that to be 100% secure, you need to address 100% of

your enterprise. Consumers are acutely aware of the need for security online and that it now goes much further than just an SSL padlock on your checkout. I hope that our competitors follow our lead and show that they take security as seriously as we do by submitting their full platforms to a tier 1 PCI-DSS compliance audit too."

Mr. Wenlock Free, Vice President of Security Metrics said, "We are pleased to provide PCI audit services and certification to Venda. They were well-prepared during the audit and careful in their process. The key to success in working with Venda was that we were able to complete the certification in half the time as similar organizations because they had invested heavily in the groundwork needed for the complex audit process. The advantage the eCommerce industry has with resulting certification is that all the retailers on their platform are now PCI-DSS certified. As worldwide merchants work diligently to achieve PCI compliance, businesses can have confidence in the services offered by Venda."

#### **About Venda**

Venda delivers on-demand eCommerce to some of the world's leading retailers and manufacturers, including DeBeers, Xerox, Crabtree & Evelyn, Hamleys, Panasonic, Pokémon, The Body Shop, and Urban Outfitters.

The Company's complete eCommerce platform combines flexibility, reliability and scalability with the operating advantages of an outsourced service. Multi-lingual and multi-currency capable, Venda's solutions provide "best of the web" capabilities to mid-tier and Fortune 1000 companies, giving them a complete service and support infrastructure on which to grow their business.

Venda allows customers to reduce the risk, complexity and cost associated with eCommerce, while empowering business users and delivering unprecedented ROI. With offices in New York, London and Bangkok, the Company is managed by a team of eCommerce veterans with more than 200 years of experience in online businesses. [www.venda.com](http://www.venda.com)

## **About PCI-DSS**

The Payment Card Industry Data Security Standard (PCI-DSS) is global multi-faceted security standard established by Visa, Mastercard and American Express that includes requirements for security management, policies, procedures, network architecture, software design and other critical protective measures for the security of highly sensitive customer data.

<https://www.pcisecuritystandards.org/tech/index.htm>

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