

buySAFE and 123ShopPro Partner to Provide buySAFE Bonding as a Free Feature

With buySAFE, 123ShopPro merchants will increase shopper confidence and benefit from increased website conversion, sales and profitability

Arlington, VA and Schaumburg, IL – Sep 9, 2010 – buySAFE, Inc., (www.buysafe.com) the world leader in consumer confidence and website conversion solutions for internet retailers and 123ShopPro (www.123ShopPro.com), the next generation shopping cart & ecommerce solution for online merchants, today announced a partnership that enables 123ShopPro merchants to enjoy the benefits of buySAFE's Bonded service as a free embedded feature within the 123ShopPro software.

Through 123ShopPro's dashboard, merchants can elect to activate the buySAFE solution in minutes. buySAFE provides website visitors with an enhanced level of confidence that increases conversions, sales and repeat purchases for merchants by typically 5-15%. buySAFE inspects and monitors online merchants and enables them to display a seal that provides an explicit 3rd party endorsement of their reliability, stability and good performance. The buySAFE service then provides buyers a buySAFE 3-in-1 Guarantee that includes a Purchase Guarantee, ID Theft Protection and a Lowest Price Guarantee – all of which increase the likelihood of a shopper making a purchase.

"We are pleased with our partnership with buySAFE," said Asim Hasan, 123ShopPro CEO. "123ShopPro provides merchants the most complete and comprehensive shopping cart and e-commerce solution on the market so that our customers can maximize their sales and business success. buySAFE provides us a new feature that's proven to increase website conversion, and generate more revenue and profits for successful online merchants. By making buySAFE an embedded feature within our platform, it lets our merchants utilize this great solution in just a matter of minutes."

"We are thrilled to partner with 123ShopPro, a best-of-breed provider of e-commerce platform solutions," said Jeff Grass, buySAFE CEO. "By offering buySAFE as a free embedded feature, 123ShopPro is providing its merchant customers with a unique competitive advantage that will increase website conversion, sales and profitability. We're excited to work with 123ShopPro as they have some of the best technology around for eCommerce merchants and we're honored to be part of their solution."

About buySAFE

buySAFE, Inc. provides eCommerce bonding services that build consumer confidence and provide significant financial and brand building benefits for online merchants. buySAFE's bonding solution is backed by the financial strength of Liberty Mutual, Travelers, and ACE USA and its identity theft protection services are provided in partnership with Assurant Specialty Property. With over 4 billion views of the buySAFE Seal, 20 million bonded purchases and over 3,000 buySAFE Merchants, buySAFE is widely recognized as a leader in providing confidence and safety for online buyers and increased sales and profits for online merchants. buySAFE's investors include Grotech Ventures, Core Capital Partners, VeriSign, Inc. and The Hartford Financial Services Group.

About 123 Shop Pro

123 Shop Pro is a result of over 5 years of development effort by teams of both technical and marketing staff. 123 Shop Pro pays special attention to its customer needs and keeps a keen eye on the ever changing world of e-commerce.

Use 123 Shop Pro shopping cart software to build your on-line business right the first time using our award winning platform. Shopping cart solution from 123 Shop Pro allows easy integration or migration of your current web site or existing store. We will provide

support and guidance throughout the process to make sure your store launch goes smoothly. [Click here for a 15 day free trial.](#)

[Click here](#) to see all the features of our solution or [click here](#) to see sample demo store of our shopping cart software. All of our services packages include unlimited support and life time free upgrades!.

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