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# buySAFE Selects MerchantAdvantage as First Product Syndication Partner

07.02.08, 4:43 PM ET

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ARLINGTON, Va., July 2 /PRNewswire/ -- buySAFE, Inc. has announced a strategic partnership with MerchantAdvantage, a leading tool-based data-feed management solution for ecommerce and mobile commerce. MerchantAdvantage was selected as buySAFE's first product syndication partner for the Bonded Shopping Network (BSN).

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MerchantAdvantage is the only industry solution that doesn't charge setup costs, fees for transactions, or a revenue share when optimizing, feeding, and analyzing client product catalog feeds to over 150 shopping destination sites, comparison shopping engines, mobile shopping engines, affiliate sites, and marketing channels. These channels include marketplaces -- Amazon.com and

Shop.com -- and now BSN shopping sites such as TheFind (www.thefind.com) and www.buysafeshopping.com.

buySAFE has established itself as the world leader in risk-free shopping through its Bonded Merchant program. When shoppers see the buySAFE Seal on qualified merchants' websites, they know that they are dealing with the most trustworthy and reliable merchants, and that buySAFE backs this endorsement with a comprehensive bond guarantee. The buySAFE Seal is used to identify Bonded Merchants almost one hundred million times each month helping Bonded Merchants enjoy 5-15% higher conversion.

The BSN is a performance-based advertising network that solves a fundamental problem of ecommerce by bringing together consumers in

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and merchants looking for risk-free advertising solutions. We're excited to be a core partner in the risk-free shopping environment created by the BSN."

Jeff Grass, CEO of buySAFE, said: "MerchantAdvantage is a natural choice as our first product syndication partner for the BSN given its proven ability to offer online merchants an incredibly useful and intuitive Web based product suite. With MerchantAdvantage, online merchants of any size can syndicate their inventory throughout the entire Bonded Shopping Network simply and cost-effectively."

About buySAFE, Inc.

Backed by the strength of 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 16 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. For more information, visit [www.buysafe.com](http://www.buysafe.com)

About MerchantAdvantage

MerchantAdvantage (MerchantAdvantage.com) is an ecommerce software solutions company committed to championing and helping small to mid-sized online merchant address complicated online and mobile commerce issues. MerchantAdvantage takes a systematic, controlled and proactive approach to online product marketing by providing long-term, cost effective, Web-based software tools that enable an online business to grow by reaching the widest audience possible via online, broadband, and wireless devices.

MerchantAdvantage's applications are designed to connect the online retailer to their marketplace partners in a seamless motion of communication, allowing online merchants to take control of their e-Commerce and m-Commerce channels, marketing strategies and IT solutions. MerchantAdvantage currently markets over \$2.4 billion worth of product value daily, representing over 675 online storefronts. For more information, visit [www.MerchantAdvantage.com](http://www.MerchantAdvantage.com), e-mail [sales@MerchantAdvantage.com](mailto:sales@MerchantAdvantage.com) or call 1.800.550.9466.

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