

Former JPMorgan Chase Senior Executive Joins iovation's Board of Directors

Financial Services Veteran Brings Extensive Industry Experience to Online Fraud Management Company

PORTLAND, Ore. – September 17, 2008 – iovation, the Device Reputation Authority™ for the Internet, today announced former executive vice president of JPMorgan Chase, Harry DiSimone, has joined the company's board of directors.

DiSimone brings extensive senior executive management experience in financial services, operations and systems management, post-merger business integrations, business development, and mergers and acquisitions to iovation's board. During his 30-year tenure at JPMorgan Chase, DiSimone held various senior level positions including COO of Chase's credit card business, International Consumer business executive, Retail Bank CMO, and Personal Financial Services business executive. At the time of his retirement from the bank in February 2008, Harry led Chase's Retail/Private Label Business operating card and loyalty programs for some of the largest retailers in the U.S. and Canada, while also representing Chase's interests in Chase Paymentech, LLC, the world's largest merchant acquirer.

"With more personal information flowing freely today, iovation uses device reputations to help financial institutions, merchants, and consumers stop a wide variety of online fraud and abuse," said DiSimone. "iovation is in a unique position to support the industry's fight against fraud. I'm very excited about the opportunity to help iovation further commercialize its offering across a number of vertical markets including eCommerce, financial services, and the payment card industry."

DiSimone has served as a board member, chairman, and director for several key financial industry institutions and committees including Chase Paymentech, the Direct Marketing Association, NYCE Corporation, the MasterCard U.S. Business Committee, Visa Global Advisors, and the New York Clearing House Strategy Committee. He is currently the founder and CEO of Commerce Advisors, Inc., a consulting and advisory services firm focused on the Retail Financial Services and Payment Industries.

"Harry DiSimone brings tremendous experience and connections in the financial services industry that will prove invaluable to our team," said Greg Pierson, co-founder and CEO of iovation. "I'm looking forward to working with Harry. iovation has been extremely effective in helping businesses combat online fraud and abuse, and we are confident he will help us continue to extend our value to the marketplace."

About iovation

iovation, headquartered in Portland, Oregon, pioneered the use of device reputation for managing all forms of online fraud and abuse. iovation unlocks the power of device identification by sharing the reputations of more than 65 million unique computers and mobile devices worldwide, allowing businesses to control fraud and abuse while benefiting from sharing device reputation intelligence. Today, iovation performs more than 3 million daily fraud checks for its customers and will process over a billion reputation queries in 2008. For more information on iovation and its products, visit www.iovation.com.