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**PRESS RELEASE**

## **Fraudsters target online stores as the World Cup prepares for kick off**

**Europe's leading online sports store Kitbag has enlisted the help of top fraud screening experts in the run up to the World Cup.**

The official football kits of countries like England, Italy and Germany are high on the list for fraudsters, and the company has enlisted the help of The 3<sup>rd</sup> Man to protect it with its pioneering Gatekeeper system.

“The merchandise we sell is very desirable to non-genuine customers,” said Ken Wood, Finance Director at Kitbag.

“We needed something that was going to detect fraud, but keep up with massive peaks in demand we expect to see during the World Cup.”

Kitbag is enjoying its biggest online sales in its eight-year history - and sales are set to peak during the World Cup.

The company offers a full range of international, European and Premiership replica football shirts as well as the latest rugby merchandise, boots and trainers and also sportswear from the world's leading sports brands.

Kitbag also runs FC Barcelona's official online shop, and the official online store for the 2006 FIFA World Cup.

“After Barcelona won the Champions League, demand went through the roof, so we are aware of the necessity for a system that is quick and effective,” said Ken.

“The 3<sup>rd</sup> Man fitted the bill for us, and we are extremely pleased with the service. The early indications are an increase in fraud detection.”

Paul Simms from The 3rd Man says Gatekeeper's pioneering approach is now setting the industry standard.

He said: “What is remarkable about the system is its ability to analyse vast swathes of information and present it in a very user friendly way. Reports may be simple or hugely complex...our customers can choose.

“The system gives them the ability to create dynamic searches at the click of a button.”

Gatekeeper, a secure web-based system, is highly effective at catching first-time fraudsters and is already saving companies tens of millions of pounds annually.

Major frauds can be reliably detected and verified at the earliest possible stage.

The system lets every order go through, but puts them in a quarantine period where extensive off-line checks can easily be completed out of sight of the customer and with no impact on them.

Within an agreed period The 3rd Man will return a risk score and only high risk transactions will then remain in the quarantine area. All other transactions are released.

The only transactions to be delayed for longer than 20 minutes are those high risk transactions that require review.

The 3rd Man is the only fraud screening company using this model, and some of the biggest names in online, over the phone and catalogue fraud are recognising the benefits.

For more information visit [www.the3rdman.co.uk](http://www.the3rdman.co.uk) or ring 01276 856 444.

**Ends**

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