

Zamberg.com Deploys Comodo EV SSL Certificates and Hackerproof Increasing Visitor Conversion by 11%

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Agency: **COMODO**

Online merchant offering top-of-the-line, premium priced products was able to significantly improve overall site conversion (+11%) and average value per transaction (+23%) using Comodo solutions

Jersey City, NJ, August 28, 2008 - Zamberg.com, a leading online retailer of fine grooming implements, has deployed Comodo's EV SSL Certificates and HackerProof to ensure that its website is secure and can be trusted to be safe to do business with. By leveraging Comodo's Extended Validation Certificates (EV SSL) and HackerProof, Zamberg.com helps protect users against online fraudulent activity by providing third-party assurance of the Web site's authenticity and the safeguards the site has taken to prevent personal information from falling into the hands of hackers. The result was that Zamberg.com customers had confidence that they were on an authentic, trusted site which translated to an 11% improvement in overall site conversion with a significant increase of 23% in overall value per transaction.

"We never compromise and never settle for second best," said Inna Yashayeva, Marketing Director of Zamberg.com. "We want our customers to be satisfied with every aspect of their shopping experience at Zamberg.com, including knowing that their personal information is safe when they shop with us. That's why we choose to go with Comodo, a brand that many consumers trust to secure their PCs. This brand recognition gave us immediate credibility with many more site visitors than ever before."

Zamberg.com deployed two of Comodo trust solutions; Extended Validation (EV) SSL certificates and HackerProof. These solutions work together to deliver important security information to internet users.

Extended Validation (EV) SSL Certificates are the best possible certificate protection for internet users, indicating that a third party has checked the site and verified:

- * That the business is registered with the government where it is formed
- * That the business owns or directly controls the website in question
- * That the person requesting the certificate has the authority to do so
- * That the business operationally exists and has a physical address

A green address bar indicator provides site identity reassurance, with a lock icon next to the address to confirm that the information is encrypted. In addition, a new field display to the right of the URL in the browser contains the name of the Certification Authority that issued the certificate, all so that the visitor that can be assured that Zamberg.com is operating as a legitimate business.

HackerProof ensures that hackers will find it difficult to break in and steal users' sensitive information. The package includes:

- * A daily vulnerability scan, testing for security holes
- * A TrustLogo, informing visitors that the site is inspected daily

Further, HackerProof lets e-Merchants measure the relationship between customer trust generated by the HackerProof TrustLogo and increased sales with Comodo's free A/B testing platform. This testing methodology allows the e-Merchant to display the TrustLogo at no charge to half of its visitors thus allowing the e-Merchant to measure the incremental impact of the TrustLogo. Only when the e-Merchant's conversion rate increases 5% or more compared to the visitors who do not see the TrustLogo, is there a charge for the service.

Zamberg's successful business results, both in increased conversion and in higher value per transaction, relies on the fact that its site is viewed as being trustworthy which increases the number customers that will patronize the site. "Zamberg.com has been able to convert increased trust into increased sales because it overtly demonstrates how much it values the security of its customers. I look forward to the day when we can trust everyone on the Internet as much as Zamberg's customers can trust them," said Melih Abdulhayoglu, CEO and Chief Security Architect of Comodo.

For more information about Comodo EV SSL certificates, please visit www.instantssl.com/ssl-certificate-products/ssl/ssl-certi.... For more information about HackerProof, visit www.comodo.com/hackerproof/index.html.

About Zamberg.com

Zamberg.com is a premier distributor of first-rate German, Solingen-made steel products in the US, some available in the US exclusively through Zamberg. In addition to Zamberg's German steel instruments, the company has a large selection of other exceptionally-made European and US hygiene and personal healthcare products. For more information please visit Zamberg.com.

About Comodo

The Comodo companies provide the infrastructure that is essential in enabling e-merchants, other Internet-connected companies, software companies, and individual consumers to interact and conduct business via the Internet safely and securely. The Comodo companies offer PKI SSL, Code Signing, Content Verification and E-Mail Certificates; award winning PC security software; vulnerability scanning services for PCI Compliance; secure e-mail and fax services.

Continual innovation, a core competence in PKI, and a commitment to reversing the growth of Internet-crime distinguish the Comodo companies as vital players in the Internet's ongoing development. Comodo secures and authenticates online transactions and communications for over 200,000 business customers and 3,000,000 users of our desktop security products.

For additional information on Comodo - Creating Trust Online™ visit www.comodo.com

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