



Ritz Interactive Implements PaySecure across its Network of E-Commerce Sites

Top 150 Internet Merchant Brings Simple and Secure Internet PIN Debit Payment Option to Online Shoppers

ATLANTA, GA, March 2, 2010 – Acculynk and Ritz Interactive announced today that PaySecure is now available across 16 of the company's E-commerce websites, including flagship sites RitzCamera.com, WolfCamera.com, and BoatersWorld.com. With PaySecure, Ritz Interactive's customers can enjoy the convenience and security of Internet PIN debit in a simple payment experience that requires nothing more than their current debit card and PIN.

Each Ritz Interactive site, branded and marketed individually, is dedicated to bringing unique products to online shoppers in popular verticals including digital cameras and photography, as well as marine, boating, and fishing gear.

"Ritz Interactive offers shoppers a wide variety of merchandise at some of the lowest prices on the Internet," said Fred Lerner, President and CEO. "We are dedicated to providing our customers choice in a convenient, simple shopping experience, and PaySecure fits well with our overall value proposition."

Consumers who use PaySecure for their debit card purchase simply enter their PIN on PaySecure's patented, graphical PIN-pad, and the transaction is processed as PIN debit, leveraging Ritz Interactive's existing infrastructure and processing relationship with Merchant e-Solutions, a leading global provider of payment processing solutions.

"With the addition of Ritz Interactive's network of E-commerce websites to our growing merchant portfolio, consumers now have even more options of where they use PaySecure," said Ashish Bahl, CEO of Acculynk. "Ritz Interactive is one of the premier photography and outdoor companies on the Internet, and we are very pleased that they have chosen to expand their payment options with PaySecure."

Consumers can use PaySecure at a variety of online merchants, including AirTran, Jelly Belly, 2Checkout and ShoppersChoice. In January, Acculynk announced that Spirit Airlines will also add PaySecure to its online payment options in 2010.

"PaySecure has received enormous interest from the airline industry and Top 500 Internet merchants, and we expect to make many more partnership announcements over the next few months," said Bahl.

"Merchants want to provide their consumers a positive shopping experience and a big part of that is ensuring they can pay the way they want," added Jim Aviles, Merchant e-Solutions COO. "PaySecure meets consumer demands while bringing our merchants significant benefits from reduced costs, fraud and charge-backs."

About Acculynk

Acculynk secures online transactions with a suite of software-only services that are backed by a powerful encryption and authentication framework protected by a family of issued and pending patents. Acculynk's services provide greater security, reliability, convenience and return on investment for consumers, merchants, networks, issuers and acquirers. For more information, visit <http://www.accumynk.com>.

About Ritz Interactive, Inc.

Ritz Interactive is an award-winning, specialty online retailer and e-commerce service provider that operates a network of websites offering high quality, branded lifestyle products. Since its inception in Irvine, California in 1999, the company has become a leader in providing a full selection of photographic and consumer electronics products as well as a wide range of marine, boating and fishing products, at competitive prices for online shoppers. Ritz Interactive's leading photo-specialty and consumer electronics e-commerce websites are RitzCamera.com and WolfCamera.com, while the company's leading marine e-commerce website is BoatersWorld.com. Each of the individually branded and marketed websites offers a broad and deep selection of competitively priced products, how-to tips and articles, and customer product reviews. See <http://www.ritzinteractive.com/> for more information.

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