



Leading Online Retailer of Laminating and Binding Products Deploys EV SSL to help drive Online Conversions

Comodo Inc, November 01, 2007

URL: <http://www.pr9.net/comp/software/6682november.html>

Laminator.com chooses EV SSL as a strategy to help improve website sales conversion in lieu of sales being closed at call center.

PR9.NET November 01, 2007 - Jersey City, NJ - As more and more eMerchants recognize the value of EV SSL Certificates as a site verification tool that increases trust, Comodo, a leading Certification Authority, is pleased to announce today that many businesses are selecting EV SSL Certificates to improve their overall sales operational profitability. Most recently, Laminator.com, a leading online retailer in the lamination and binding supply business, has deployed EV SSL certificates as a strategy to help redistribute sales from their call center to their more cost efficient website.

While EV SSL Certificates have come to be recognized as a powerful tool to increase customer confidence by displaying a conspicuous green indicator in the address bar in Microsoft™ IE7, the market is also recognizing that EV SSL Certificates can help improve the ROI of all sales operations by increasing online sales conversions that are now being completed by live phone operators. "Many of our customers are government agencies, schools, and business who find the products they want on our website but then call in to make a purchase. They do this because they are concerned about potential phishing threats" said John Moorehouse, CEO of Laminator.com. "With EV SSL Certificates we can alleviate this concern and reassure customers that they are indeed on our site and not a phishing site. Even a few points of sales redistribution from our call center sales in favor of our website will have a huge positive impact on our bottom line".

Comodo EV SSL Certificates verify the identity of online merchants through an extensive authentication process which is then visually communicated to online visitors via a green indicator in the address bar of the site. This visual indicator reassures customers that the site visited is indeed the business it claims to be and that their online transaction will occur in a safe and encrypted manner. EV SSL Certificates help mitigate the threat that consumers may be divulging their sensitive information thus improving operational efficiency through increased online conversion.

"In 2006 when we launched the CA/B Forum, the standards body that developed the guidelines for EV SSL certificates, it was our hope that we could help eMerchants improve the trust equation on their site so that more consumers would feel safe online and be willing to then buy online", said Melih Abdulhayoglu, CEO and Chief Security Architect of Comodo. "The type of strategy that Laminator.com is implementing with EV SSL certificates is exactly what we intended - creating trust in the marketplace by creating new ways for eMerchants to generate more trust and ultimately more sales with higher profitability".

To learn more about Comodo EV SSL certificates, please visit; www.instantssl.com

###

About Comodo Inc

Comodo, through its group of Internet security companies, is a leading Certification Authority and global provider of Identity and Trust Assurance services on the Internet. Comodo secures and authenticates online transactions and communications for over 1,000,000 business and millions of consumers. With a global presence in the US, UK, Ukraine, and India, Comodo offers businesses and consumers third-generation solutions for intelligent security and authentication technologies that create trust online. Comodo's technological expertise includes PKI digital certification, integrated authentication infrastructure services, regulatory compliance solutions and digital e-commerce services. The Comodo companies develop technologies that address critical authentication and security needs with proven and reliable solutions such as SSL certificates, Mutual Authentication solutions, PCI compliancy services, Desktop Security, Code signing certificates, identity and vulnerability management solutions.

Phone: 1 888 266 6361
FAX: 1 201 963 9003
Website: <http://www.comodogroup.com>
E-Mail: media-relations@comodo.com
Address: 525, Washington Blvd,
Jersey City
NJ 07310
USA