



Customer acquisition

Home Shopping Europe opts for Wire Card risk management solution

Munich/Grasbrunn, August 20, 2004: Wire Card AG, a leading European services and technology provider for risk management and electronic payment processing, today announced that Home Shopping Europe AG (HSE 24) has decided in favor of adopting its risk management solution known as "Corporate Trust Center".

Home Shopping Europe AG, one of the leading TV-based shopping programs in Germany in the growth market of teleshopping, was on the lookout for a professional technology and services provider within the scope of redesigning its risk management processes. Not only was Wire Card convincing in terms of its competence and industry-specific experience; it also scored top marks for technical flexibility in meeting customers' particular, individual needs.

The project work for the integration of the Wire Card risk management platform known as the Corporate Trust Center has already commenced. In the course of the project, customer-specific requirements such as the ability to query personal negative data are being implemented via the Wire Card platform in cooperation with additional partners.

Press contact

Wire Card AG
Iris Stöckl
Bretonischer Ring 4
85630 Grasbrunn
Tel: +49 (0) 89 / 4424 2034
Fax: +49 (0) 89 / 4424 2100
Mail: iris.stoeckl@wirecard.com
Mobile: 0160-445 11 58
Web: <http://www.wirecard.de>



Home Shopping Europe AG
Alexandra Brune
Company spokesperson
Tel.: +49 89 960 60 308
Fax: +49 89 960 60 333
a.brune@hse24.de
<http://www.homeshoppingeurope.net>

About Home Shopping Europe AG

Home Shopping Europe AG is Germany's first TV program for modern home shopping. The commercial and TV enterprise links up live TV and Internet shopping facilities (HSE24.de). In deploying this business model, the Munich-based corporation managed to close its 2003 fiscal year with 308 million euros in net sales, continuing its profitable growth. Established in 1995 as a joint venture between TV channel Pro7 and Quelle, a German mail order house, Home Shopping Europe (known as H.O.T. at the time), reached positive earnings territory for the first time as early as 1999. Principal stockholder: HSN, U.S. (89.99%), a corporate division of IAC, previously trading as IAS/InterActiveCorp (NASDAQ: IACI). In 1977, HSN set up TV shopping as a new form of retailing in the U.S. and became a stockholder of Home Shopping Europe in 1996. Quelle AG, in Fürth, has a shareholding of 10.01% in the Munich-based media enterprise. Quelle AG is a wholly owned corporation of KarstadtQuelle AG, Europe's biggest department store and mail order group.

About Wire Card AG

Wire Card today is one of the leading European technology and professional services providers for processing electronic payments and in the field of integrated risk management services. With its C3 Corporate Clearing Center, Wire Card provides corporations with a high-availability platform for secure processing of all electronic payments from many and various distribution channels. The C3 platform is complemented by the highly flexible risk management platform labeled Corporate Trust Center (CTC). Well established, top-flight corporations such as flydba.com or Sony Europe are already banking on the payment and risk management systems available from Wire Card AG.