



## news release

contact: Glenn Schutz  
BPA Worldwide  
203-447-2873  
gschutz@bpaww.com

FOR IMMEDIATE RELEASE

### **Publishers Clearing House achieves independent certification to TAG's Anti-Fraud program**

**Shelton, CT April 11, 2017** – [Publishers Clearing House \(PCH\)](#), the multi-channel direct marketer based in Port Washington, NY, announced it received independent certification to TAG's ([The Trustworthy Accountability Group](#)) Anti-Fraud program promoting digital ad safety. BPA Worldwide's iCompli division verified PCH's compliance to the TAG program.

"Publishers Clearing House is extremely proud to be one of the first publishers to have received the TAG, Certified Against Fraud seal," said Sal Tripi, AVP Digital Operations and Compliance at PCH. "Maintaining transparency and trust with our customers and business partners is a longstanding core value of PCH. We believe it is critical that our business partners and advertisers know that they are working with a company that stands for security, integrity and the best business practices in the industry. The TAG certification is a win for PCH, our advertisers and our consumers, and we will continue to work hard to uphold the strict standards that such certification represents."

A central program in TAG's transparency initiative, the Certified Against Fraud program is designed to combat the negative impact of fraudulent online traffic. The program provides companies with Anti-Fraud Guidelines, as well as a suite of anti-fraud tools to aid in compliance. Some of these tools include the Payment ID Protocol, Data Center IP List, and the Domain Fraud Threat List.

"We are thrilled that Publishers Clearing House has taken the additional steps of third-party assurance to TAG's established standards," said Richard Murphy, BPA's Senior Vice President of Technology Assurance. "PCH will enjoy a competitive advantage in the marketplace by providing additional assurance to buyers that their business partners fully comply with these important initiatives."

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**About BPA Worldwide.** BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing nearly 2,600 annual audits of media channels in over 30 countries, BPA is a trusted resource for compliance and assurance services.

For more information on BPA and its services, please visit the [website](#).

**About Publishers Clearing House (PCH).** Publishers Clearing House (PCH) is a multi-channel direct marketer of value-based merchandise, magazines and promotional offers and a leading provider of digital "play and win" entertainment.