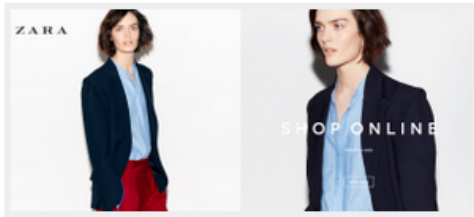


### Canada Is Going Ga-Ga For Online Shopping At Zara



The buzz has been tangible for months now. Women and men throughout Canada have been squealing with delight across social media that clothing retailer *Zara* was moving into the online shopping world on March 6th, 2013. That day has come, and after 24 hours the results are in: The masses are happy, and they're shopping.

Taking a look at what has been transpiring on Twitter since the official launch of Zara's online shopping service, yesterday's official launch has gone over like maple syrup on pancakes. Canadians are embracing the online shopping model from Zara and are voicing their love loud and proud.

With a full array of clothing selections for both men and women of all ages, running the gambit from coats to pants, dresses to blazers, jackets to shoes and everything else in between one could hope for, consumers are feeling the warm, fuzzy afterglow of Zara's online shopping launch, which makes perfect sense as research shows more and more Canadians are witching to online shopping each year.

Canadian shoppers can choose from the regular list of credit card suspects when checking out, with the additional options for PayPal, In Card, Zara Gift Cards or Dear Canada cards, but the payment option noticeably missing from that list is INTERAC® Online.

"We've been watching for weeks as Canadians became more and more excited about the launch of online shopping at Zara," asserts Rod Tomita, Regional Senior Business Development Manager for DebitWay.ca "and from what we can see the move into the online model is going to be an amazing benefit to Zara and their customers."



With the success that Zara is already experiencing both in store and online, Tomita did offer up a little bit of advice to the clothing company.

"Any new or existing online retailer needs to realize that the use of credit cards, particularly in Canada, is on the decline as consumers look for more trusted and secure ways of paying online" explains Rod Tomita "and as they turn away from credit cards, the first service that are going to look for is an option for INTERAC® Online."

Industry research indicates that the ability to accept debit cards increases revenue by as much as 300% for online companies without cutting into their credit card transactions, and for any company that offers online payment options to Canadian customers INTERAC® Online could very well be the make or break decision any decision maker takes.

As far as e-commerce launches go however, it seems as though Zara has started off with the right foot forward, and with a product line that Canadians are going crazy for, and with new items going up on a weekly basis to their site, it doesn't look like the frenzy will end any time soon. To visit the Zara website, go to <http://www.zara.com/hicanada>.