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CellTrust Corp. Launches First SecureSMS™ Appliance for Global Enterprise Market

CellTrust to Deliver Industry's First "Plug and Play" Secure SMS Solution for Enterprise Customers

CTIA Wireless IT & Entertainment, San Diego, CA – October 6, 2009 – CellTrust Corporation, an Arizona based provider of leading-edge secure mobile messaging and applications (www.CellTrust.com), today announced the launch of [CellTrust SecureSMS™ Appliance](#) for the enterprise space. This is the first global enterprise appliance to offer [secure SMS communication](#) for handset-to-handset, application-to-handset or vice versa, with highly encrypted end to end security in compliance with HIPAA, FISMA, and Sarbanes-Oxley, ensuring that information is kept private and only delivered to the intended recipient.

The CellTrust offering is a “plug and play” solution consisting of the patent pending [CellTrust SecureSMS Gateway™](#) and an appliance with a modem from [Multi-Tech](#), a Minneapolis-based cellular modem and wireless technology manufacturer, to provide a secure text messaging solution for transmitting confidential information from handset-to-handset, application-to-handset or vice versa. The [CellTrust SecureSMS™ Appliance](#) instantly connects the enterprise with over 700 carriers around the world and operates on many handsets from variety of manufacturers. The direct connection to carriers via cell towers significantly reduces the costs and time associated with securing and provisioning a short code, enabling enterprise customers to immediately begin to securely send sensitive material via SMS.

The [SecureSMS™ Appliance](#) is installed in the customer's data center, and with no Internet connection necessary, it enables users to send SMS messages securely to each other using cell towers. If connected to Internet the Appliance can connect to most email servers and routes emails to secureSMS on the handset and receives response as well. The email connector can also show proof of delivery of the email as well as read confirmation from the handset. CellTrust's SecureSMS allows users to send encrypted messages containing up to

5,000 characters surpassing the standard SMS 160 character limit, and modems are used within the enterprise to transmit the messages which support up to 10,000 messages per day. Depending on the level of messaging traffic, multiple modems may be used to support the amount of SecureSMS communications sent.

“As Internet routers and gateways connect businesses to Internet, [the CellTrust secureSMS gateway appliance](#) connects businesses to mobile carriers by using cell towers, enabling them to perform secure transactions on the handset,” said Sean Moshir, CEO and Chairman of CellTrust. “We’re excited to launch this product as this is the first software that provides SecureSMS communication for the enterprise.”

The [CellTrust SecureSMS™ Appliance](#) manages and exchanges messages via CellTrust's highly Secure Mobile Information Management platform to:

- Meet [security, privacy and compliance requirements](#) without costly development
- Set aside concern that carriers, tower operators, infrastructure providers, aggregators, and others can intercept and read text messages
- [Confirm that text message recipients have received and opened SMS messages](#)
- [Use the same set of APIs](#) to send both secure and standard SMS or text messages
- Remotely “wipe” the handset if lost or stolen
- Definitely measure the Return-on-Investment of the mobile channel via SSMS
- Reduce overall cost of communications

Heavily regulated industries, such as [financial services](#) and [healthcare](#), are ideal customers for this offering, as the SecureSMS™ Appliance is fully compliant.

CellTrust’s SecureSMS has recently received the [2008 Communications Solutions Product of the Year Award](#) and was voted [Best Messaging Security Solution](#) by the Info Security Products Guide’s Tomorrow Technology Today Award. SecureSMS was accredited as a finalist for the Third Annual CTIA Emerging Technology Award, and was named the winner of three [Mobile Star Awards](#), and the prestigious [Mobile Marketing Association 2008 Global Relationship Building Award](#).

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About CellTrust Corporation

CellTrust is a leading provider of secure mobile messaging and applications. CellTrust's patent pending Secure SMS Gateway™ featuring Secure SMS and a suite of mobile applications provide advanced secure mobile messaging and information management across 200+ countries and over 700 carriers. CellTrust ensures the secure and trusted exchange of information on mobile devices to the financial services, healthcare, government, education,

energy, information technology, marketing, and travel, among other global industries. For more information about CellTrust's Global, African, North American and Australian operations: www.celltrust.com www.africa.celltrust.com www.celltrust.com.au

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