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## **CellTrust Views 2010 as Mobile Security Milestone Year, as Governments, Regulators, and Corporate Security Officers Evaluate How to Protect the Mobile Information Flow of Over 4 Billion Mobile Devices**

*CellTrust's Early Predictions About Use of Agents and Apps on the Handset is Becoming a Reality; Company Sees Global Demand for SMS Security Increase Across Mobile Banking, Government and Healthcare Sectors to Reduce Fraud and Meet Compliance Requirements*

**SCOTTSDALE, ARIZONA – February 10, 2010** – Sean Moshir, Chairman of CellTrust Corporation ([www.CellTrust.com](http://www.CellTrust.com)), the leading supplier of secure mobile messaging and applications, predicted in 2006 the eventual use of agents or apps on the handset and his predictions are now becoming reality. Long envisioning a world in which the mobile device will be crucial to validating identity, Moshir has been one of the industry's leading advocates of the trusted exchange of relevant, often highly confidential, high-risk and personal data via the mobile device. CellTrust believes 2010 will be a milestone year for mobile security and SMS security in particular, as mobile devices and text messaging become more and more intrinsic to everyday life and work and cyber criminals move to this channel.

“CellTrust is on the front lines with customers all over world and we are seeing an increase in demand globally from government agencies, financial services organizations, regulatory bodies and corporate IT security teams for additional layers of SMS security to what is typically loaded by the manufacturer or carrier on the handset,” said [CellTrust CEO Sean Moshir](#). “Most mobile devices, smartphones included, come with standard SMS, which is clear text and wide open for fraudulent activity. There is also no audit trail for corporations so compliance requirements are not being met. Mobile banking, government and healthcare all require the ability to secure and track and trace critical mobile communication and we predict mobile security will continue to be a hot growth area in the coming year.”

With an estimated [five trillion text messages sent globally in 2009 creating an estimated \\$150 billion market](#), there is no doubt SMS is the most popular communication channel on the handset. Its simplicity, rapidity, and affordability make it the obvious choice for the quick and easy transfer of information via the mobile device.

SMS's lack of security has opened up flaws in the last 18 months across all major mobile operating systems. SMS spoofing, SMS phishing, SMS worms, and SMS hijacking are all examples of the way the SMS protocol is being exploited to initiate cyber attacks in various areas of the globe. It is difficult to discern authenticity of a regular SMS message, because SMS spoof messages usually look authentic to the recipient. Further, testing security scenarios around SMS can be expensive and global carriers and other players along the mobile value chain have as yet not been willing to expend the necessary resources to secure the channel.

Turning any phone into a secure communication device, CellTrust SecureSMS provides end-to-end privacy on the mobile device via a highly encrypted, tamper-proof process while enabling message sizes up to 5,000 characters. A remote wipe functionality that ensures users can wipe the handset if it is lost or stolen adds another critical layer of security. CellTrust SecureSMS Appliance is the first global enterprise appliance to offer [secure SMS communication between handsets and enterprise applications and handsets](#) 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. CellTrust's award winning [SecureSMS™ Appliance and Gateway](#) reaches 200+ countries and over 700 carriers.

CellTrust will officially introduce its [SecureSMS™ Appliance and Gateway](#) at [MOBILE WORLD CONGRESS, SHOWSTOPPERS](#), at Hilton Barcelona hotel, Avinguda Diagonal, 589-591, Barcelona, Spain 08014 on February 14, 2010.

CellTrust SecureSMS™ Appliance was selected winner of [2009 Best Enterprise Enabler Application for the RCR Ecosystem Awards](#). In [2008 CellTrust Secure SMS won the 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](#).

#### **About CellTrust Corporation**

CellTrust is a leading provider of secure mobile messaging and applications. CellTrust's patent pending SecureSMS Gateway™ featuring the [SecureSMS™ Appliance](#) 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](http://www.celltrust.com) [www.africa.celltrust.com](http://www.africa.celltrust.com) [www.celltrust.com.au](http://www.celltrust.com.au)

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