



CellTrust and a Young School in Harlem Inspire the Mobile Industry and Won the Prestigious Global MMA Award for Relationship Building

CellTrust Tops off an Award Winning Year by Bringing Home to Arizona a Global MMA

Scottsdale, Ariz., Nov. 17, 2008 – [CellTrust™ \(www.celltrust.com\)](http://www.celltrust.com), a leading provider of secure mobile messaging and applications, announced today that it won two of the Mobile Marketing Association's (MMA) Fourth Annual Global Mobile Marketing Awards, for Best Use of Mobile Marketing: Relationship Building for the North American region, as well as the Global award in the same category. This builds upon a tremendously successful year for CellTrust, having won eight industry and business awards in 2008.

"The MMA congratulates CellTrust on its wins for North America, as well as the overall Global award for the Best Use of Mobile Marketing for relationship building, as we were all inspired by its story," said Laura Marriott, president of the MMA. "As we near 2009, we look forward to working with all of our member companies to deliver successful, measurable and meaningful marketing programs for large brands and small schools alike."

CellTrust was selected for its project with the Yearling Harlem Success Academy Charter School, who saw parental involvement soar from less than five percent to more than 95 percent after implementing a SMS program in lieu of notifying parents of important information via more traditional methods. An inspiring video showing the success of the school and the difference it made in the children and parents involved in the school is available at: <http://www.celltrust.com/products/sms-gateway/celltrust-harlem.html>.

"Working with Harlem to reshape the parent, faculty and student relationship through text messaging was one of our most exciting projects this year," said Sean Moshir, CEO of CellTrust. "We are proud to bring home both the North American and Global Mobile Marketing Association Best Use of Mobile Marketing Relationship Building awards to Arizona and be recognized as a company that cares."

CellTrust's world-class SMS Gateway currently provides Harlem Success Academy with hosted web-based mobile messaging portal that allows the school to expand and tailor its communications program to meet the charter school's growing mobile messaging and marketing needs on a daily basis. Many of the families within the Harlem Success community do not have access to a land-line telephone, a computer, or a permanent mailing address. School administrators quickly identified the mobile channel as the most effective way to inform and engage parents and students. Further, because of the ubiquity and user familiarity with the SMS channel, the parent community was able to engage immediately without lengthy instruction.

Harlem Success successfully utilized the mobile relationship to recruit 3600 applicants for 600 spots invited via text message to attend the student admissions lottery to find out if their child won. Thanks in part to this mobile marketing solution, the lottery had 5000 in attendance and was the largest charter school lottery in New York State history. The three new Harlem Success Charter Schools opened on

August 27, 2008 on time with a strong parental relationship and bond in place. What began by serving 155 students in 2006 has now grown to nearly 1,000.

The awards were presented at the Annual Global Awards dinner and ceremony on November 13 in San Diego, concluding the MMA's Mobile Marketing Forum. The MMA received submissions from companies around the globe across 12 categories. Finalists were selected by the MMA Awards Selection Committee that includes global industry leaders from wireless carriers, technology and content providers, agencies and industry publications.

CellTrust's award winning year

Already designated for three different awards for technology innovation during the first two quarters of 2008, on March 25, 2008, the CellTrust SecureSMS™ Gateway was selected as a finalist in the Third Annual CTIA Emerging Technology Awards. The E-Tech Awards program gives industry recognition and acknowledges the best wireless products and services. Just one month later on April 29, 2008, CellTrust was named winner of the annual FierceWireless "Fierce 15" list, designating it as one of the top wireless companies of the year. And finally, on May 13, 2008, xchange selected CellTrust as a finalist to receive the Best of WiMAX World EMEA 2008 Industry Choice Award for its global [Secure SMS Gateway](#). In addition, CellTrust was recognized as one of the 2008 *Comerica Bank Arizona Companies to Watch* in October, and on November 11, 2008 won the 2008 *Comerica Bank Arizona Companies to Watch Commerce Award*. CellTrust has been named the winner of three Mobile Star Awards, including two gold and one silver for enterprise and consumer software innovation.

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 solutions across 218 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, visit www.celltrust.com.

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