



**FOR IMMEDIATE RELEASE**

## **Incentive Logic and CellTrust Announce partnership to use Secure SMS for HIPAA compliant Incentive Programs**

*CellTrust SecureSMS™ Adds a Layer of Security to Confidential Health Related Text Messages*

**Scottsdale, Ariz., Sept. 30, 2008**—Incentive Logic, specializing in software, services, and rewards for online incentive programs, and CellTrust, a leading provider of secure messaging and mobile applications, today announced that they have partnered to add secure mobile services to Incentive Logic's enterprise incentive platform. Incentive Logic can now provide mobile notification services, mobile marketing campaigns and Secure SMS services for its U.S. incentive programs. Additionally, CellTrust also has added Incentive Logic's point program solutions to their capabilities.

"Incentive Logic selected CellTrust as a partner because of its commitment to security, speed and reliability," said Roger Hackett, CEO of Incentive Logic, "CellTrust puts our incentive programs safely in your hands."

With CellTrust SecureSMS, people can participate in incentive programs from their mobile devices using end-to-end encryption, which is critical for sensitive programs. Examples include wellness programs that require HIPAA compliance or dealer and channel incentives that require verification of sales data.

CellTrust's Secure Global Gateway allows businesses to exchange critical information with customers in a trusted environment on the mobile device. Setting itself apart from consumer-grade SMS, CellTrust's SecureSMS provides end-to-end privacy via a highly encrypted, tamper-proof transfer process. The sender also has the ability to confirm when text messages are delivered or read. The solution also has no size limitations and includes remote wipe functionality where users can wipe the handset's memory clean if it is lost or stolen.

According to Sean Moshir, CEO of CellTrust Corp., "Wellness programs that include confidential data can now be texted directly to users because CellTrust SecureSMS protects the information and complies with HIPAA. Mobile communications is a powerful tool to support customer relationship strategies. Adding incentive management tools and services helps extend

our mobile marketing capabilities even further. CellTrust is excited about its relationship with Incentive Logic and how that will help customers."

#### **About CellTrust Corporation**

CellTrust is a leading provider of secure messaging and mobile applications. CellTrust's patent-pending Secure Gateway™ featuring SecureSMS and a suite of mobile applications provide advanced secure mobile messaging and information management solutions across 218 countries encompassing more than 700 carriers. CellTrust ensures the secure and trusted exchange of information on mobile devices to the financial services, advertising, marketing, education, travel and hospitality, technology, and government sectors, among other global industries. For more information, visit [www.celltrust.com](http://www.celltrust.com).

#### **About Incentive Logic, Inc.**

[Incentive Logic employs an enterprise platform of incentive management tools and services](#) to improve sales, customer loyalty, and employee performance. Clients engage Incentive Logic ([www.incentivelogic.com](http://www.incentivelogic.com)) to drive business change through its integration of enterprise software, services, and rewards. Founded in 1998, Incentive Logic, Inc. is a privately held company headquartered in Scottsdale, Arizona.

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#### **MEDIA INQUIRIES:**

Kirsten Woodard or Yasmin Ezaby  
Global Results Comms (GRC) for CellTrust  
+1 949-608-0276 or +1 949 813-8481 direct  
[kwoodard@globalresultspr.com](mailto:kwoodard@globalresultspr.com) or [yezaby@globalresultspr.com](mailto:yezaby@globalresultspr.com)

Roberto Guerrieri, CMO for Incentive Logic  
(480) 776-0800  
[rguerrieri@incentivelogic.com](mailto:rguerrieri@incentivelogic.com)