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CellTrust Corp. Commences Operations with CellTrust Australia, Pty Ltd. To Provide Secure SMS and Mobile Marketing to Australia and New Zealand

U.S.-based CellTrust, the Secure SMS Messaging Leader, Establishes a Franchisee as Distribution Network on the Australian Continent

Scottsdale, Arizona, USA and Sydney, Australia – June 3, 2009 – CellTrust Corporation, a U.S.-based provider of leading-edge secure mobile messaging and applications (www.CellTrust.com) announced its expansion into Australia and New Zealand with the establishment of CellTrust Australia (www.CellTrust.com.au). The franchisee will operate from its headquarters in Sydney, Australia led by Managing Director Nick Goritsas, marketing veteran and entrepreneur who founded the successful Ontarget Group of companies, which specialise in Data Mining, Direct Mail Marketing and Product Fulfilment.

CellTrust Australia's customer base will benefit from [CellTrust's award winning SecureSMS Gateway](#), enabling businesses to exchange critical information with customers using mobile devices in a trusted environment. SecureSMS has additional advantages over standard SMS, such as delivery, read, and receipt confirmation. CellTrust SecureSMS provides end-to-end privacy on the mobile device via a highly encrypted, tamper-proof process. The sender can see the icons actually change on their phone as messages are sent, received and opened by the recipient. The solution also increases the SMS size limit from 160 characters to 5000. A remote wipe functionality that ensures users can wipe the handset if it is lost or stolen adds another critical layer of security. Additional features that will soon be available on CellTrust SecureSMS will include 2D barcodes, client-less Secure SMS, as well as a dynamic menu system for mobile banking and mobile payments.

“The introduction of 3G mobile technology to the Australian market is driving economic growth and helping to transform businesses and services to communities previously underserved due to the limitations of broadband” said Nick Goritsas, Managing Director, CellTrust Australia. “With the proliferation of mobile data and the exchange of sensitive information across education,

healthcare, government and financial sectors, CellTrust's secure mobile applications and global gateway are well-positioned to meet market demands.”

CellTrust Australia has been in discussion with numerous enterprises, marketing agencies and governmental organizations in the region. Well-suited for the [financial services/banking](#), [healthcare](#), [education](#) and [governmental](#) sectors, prospective Secure SMS users will now be able to optimize the ubiquitous nature of SMS in a secure, reliable and highly confidential environment.

“The Australia/New Zealand corridor will play a key role in our global expansion,” said CellTrust CEO Sean Moshir. “CellTrust looks forward to meeting the mobile security demands of this diverse and very dynamic area of the global mobile market.”

The SecureSMS Gateway manages and exchanges messages via CellTrust's highly Secure Mobile Information Management platform, giving businesses and government the ability to:

- Set aside concern that carriers, tower operators, infrastructure providers and aggregators can intercept and read their confidential messages
- Meet security and compliance requirements without costly development or proprietary server infrastructure investment
- Strengthen customer relationships through a trusted exchange
- Confirm that recipient's mobile device is able to receive secure SMS messages
- Confirm that text message recipients have received and opened SMS messages
- [Use the same set of APIs](#) to send both secure and normal SMS or text messages
- Remotely “wipe” the handset if lost or stolen
- Definitively measure Return-on-Investment of mobile device marketing campaigns and their effectiveness

CellTrust has recently been acknowledged by Technology Marketing Corporation (TMC), which has named SecureSMS as a recipient of a 2008 Communications Solutions Product of the Year Award. CellTrust has also been recognized for SecureSMS by the Info Security Products Guide's Tomorrow Technology Today Award for best messaging security solution. In 2008, the company had been accredited as finalists for Third Annual CTIA Emerging Technology Award, and was 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 about CellTrust's Global, North American and Australian operations:

www.celltrust.com www.celltrust.com.au

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