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Celcom, the Largest Wireless Operator/Carrier in Malaysia, Selects CellTrust's Carrier-Grade, SecureSMS for its Millions of Subscribers

Celcom is the world's first wireless operator/carrier to provide CellTrust SecureSMS™ to its subscribers

SCOTTSDALE, ARIZONA – February 7, 2011 - CellTrust Corporation, the recognized worldwide leader in mobile secure messaging and secure applications for mobile phones (www.celltrust.com), announced today that Celcom, the largest 3G operator in Malaysia (<http://www.celcom.com.my>), has deployed the patents-pending, carrier grade CellTrust SecureSMS™ Consumer and CellTrust SecureSMS™ Enterprise (SSMS) technology, to bring a secure messaging solution to its wireless subscribers and enterprise customers.

Celcom has launched the CellTrust SecureSMS Consumer app for the BlackBerry operating system, now available for download by Celcom's wireless subscribers on the BlackBerry app store. Additionally, Celcom has made the CellTrust SecureSMS Enterprise appliance model available to its corporate, governmental and other enterprise customers featuring either a dedicated or hosted server option, which can be integrated into their own enterprise infrastructure. Celcom and CellTrust also plan to introduce a new Secure MMS app this year, as part of a total secure messaging suite.

"Security product companies are hard at work developing a wide range of security clients for mobile phones, from anti-malware and VPN access to smartphone app security, but secure SMS has been largely ignored," said Jeff Wilson, Principal Analysts, Security, Infonetics Research, Inc. "SMS is a ubiquitous and indispensable communication tool for consumers and enterprises, and the need for privacy and compliance will drive everyone to solutions like CellTrust's SecureSMS."

Celcom is Malaysia's most experienced and premier mobile cellular telecommunications company, with more than 11 million subscribers, and international roaming service in 120 countries over 317 networks

worldwide. The company was the first to launch 3G service in Malaysia and has the widest 2G, 3G and 3.5G coverage in the country.

“We are pleased to see Celcom take a leadership role in providing a secure messaging solution to wireless subscribers in Malaysia,” said Sean Moshir, Chairman and CEO of CellTrust. “CellTrust SecureSMS is particularly critical now, as many security threats have arisen over the recent months with regular SMS communication. Secure messaging capabilities will set Celcom apart from other wireless operators in the region, as consumers increasingly look for applications and services that protect their personal information from the risk of security threats.”

CellTrust Secure SMS technology opens up a new way for government agencies, financial institutions, healthcare organizations, education, real estate and the travel industries to share information quickly – and keep information confidential and secure.

CellTrust’s global patents-pending [SecureSMS™](#) provides:

- Secure end-to-end encryption that meets the highest international security standards
- Each handset with its own unique decryption key which is always changing based on policy
- CellTrust SecureSMS console allows you to push security policies directly to the handset
- Communication over SMS control channel (resilient and supported by all global operators)
- Delivery, open and delete acknowledgement
- Messages up to 5,000 characters
- Message Life determines life span of message
- Optional message archiving for reporting and compliancy
- PIN access control to SecureSMS application
- Separate secured contact list with import capability
- Integration with CellTrust SecureSMS Gateway, accessing over 200 countries
- Remote data wipe in case of loss or unauthorized access attempts
- Award winning and certified with major operators, operating systems and handset manufacturers

[CellTrust SecureSMS Enterprise appliance was named winner of many industry awards](#) by CTIA, Mobile Marketing Association, RCR Magazine, MobileTrax, and more.

[Learn more about CellTrust SecureSMS and the Intel Software Partner Program](#)

[CellTrust SecureSMS Data Sheets](#)

About CellTrust Corporation

CellTrust is a leading provider of secure mobile messaging and applications. [CellTrust's patents-pending SecureSMS Gateway™](#) featuring [CellTrust SecureSMS Enterprise](#) and a suite of mobile applications provide advanced secure mobile messaging and information management across 200+ countries and over 800 operators. 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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