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CellTrust and NewNet Partner to Deliver Integrated SMSC and Secure SMS Solution to Mobile Operators/Carriers Worldwide

Partnership Creates First Integrated, Tested and Certified SMSC and Secure SMS Infrastructure Solution on the Market

SCOTTSDALE, ARIZONA, and SHELTON, CT -- USA – December 1, 2010 - CellTrust Corporation, the recognized leader in mobile secure messaging and secure applications for mobile phones (www.celltrust.com), announced today that it is partnering with NewNet, the pioneering leader in telecom infrastructure solutions (www.newnet.com) with deployments in more than 60 countries, in creating the first integrated SMSC and Secure SMS solution for mobile operators worldwide. The partnership will allow any mobile operator to integrate [CellTrust's SecureSMS Appliance](#) with [NewNet's SMSC platform](#), to deliver a complete SMS solution to wireless subscribers.

The partnership between CellTrust and NewNet creates a seamless, tested and certified integration accelerating deployment of SecureSMS within the operator's network. Secure SMS delivers a significant benefit to wireless operators. CellTrust developed its SecureSMS platform from the ground-up, with security architecture in mind, to provide a safe and secure environment for the exchange of sensitive information. Standard SMS is not secure and can be spoofed, but CellTrust's SecureSMS Appliance, engineered to utilize the mobile command channel, addresses spoofing with a fully authenticated, government-grade, highly encrypted, end-to-end tamper-proof process, and also enables message sizes up to 5,000 characters.

"We are excited and energized about the opportunity to partner with CellTrust's world-class organization and global sales channel. Cell Trust's [SecureSMS Appliance](#) provides the missing

link in SMS security that we have long sought for our [SMServer](#),” said Ron Pyles, President and CEO of NewNet. “The partnership provides carriers with a feature-rich and robust SMS solution that will effectively meet their growing security concerns. According to industry analyst firm Infonetics Research¹, the mobile client security market is projected to grow to more than \$1 billion by 2014.

Ron Pyles continues to say, “NewNet was founded on the principle for providing customer focused, best-in-breed products and is backed by outstanding customer support and professional services.”

NewNet’s SMServer SMSC platform is a robust, flexible, open architecture short messaging platform ready to deploy with value-added short messaging services. The SMServer manages the transmission of alphanumeric messages and binary data between mobile subscribers and external systems such as paging, electronic mail and voicemail systems. Built around client/server architecture, it supports connectivity to external systems via dedicated client modules. It accepts, stores, and manages alphanumeric messages to be delivered to mobile subscribers.

“As the need for secure SMS continues to grow around the world by government agencies and financial institutions, there is more pressure on mobile carriers and operators to offer Secure SMS to their subscribers. This partnership with NewNet marks a new milestone for CellTrust, by bringing our [SecureSMS Appliance](#) to mobile operators in new markets around the world,” said Sean Moshir, Chairman and CEO of CellTrust. “We believe mobile operators will appreciate the cost-effective, seamless integration of CellTrust’s SecureSMS Appliance with [NewNet’s SMServer SMSC platform](#) and the ability to bring a new level of security to SMS for wireless subscribers.”

CellTrust Secure SMS also has many optional privacy features, such as life span for messages, read-once messages, message recall, delivery receipt, read receipt, delete receipt, directional location information and proximity. In addition, there is an enterprise version, which is kept at the customer’s data center and can provide audit and compliancy management for government agencies and corporations.

CellTrust has provided Secure SMS communication to many government agencies around the world, including the U.S. Government. CellTrust’s SecureSMS Appliance is the first global enterprise appliance to offer [secure SMS communication](#) for handset to handset and enterprise

applications to 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 SecureSMS™ Appliance was named winner of many industry awards](#) by CTIA, Mobile Marketing Association, RCR Magazine, MobileTrax, and more.

1 Source: "Security Client Software Market Size, Share and Forecasts April 2010," Infonetics Research

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 800 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 www.africa.celltrust.com www.celltrust.com.au

About NewNet

NewNet Communication Technologies is a recognized leader in providing telecom infrastructure solutions, with products ranging from software protocols and messaging applications to systems supporting Secure Financial Transaction Processing. NewNet software protocol, messaging and mobile data solutions address the needs of wireless, IP, and wireline networks. NewNet's robust, scalable signaling platforms enable rapid development and deployment of wide spectrum of carrier grade, revenue generating and compliance applications. For more information about NewNet, please visit our website at www.newnet.com

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