



## **Trusteer Named 2009 Innovator of the Year by SC Magazine for Addressing Internet's Leading Form of Criminal Activity**

### **Rapport Web Browser Security Service is First Recipient of Innovator Award in the New E-commerce ID Theft/Fraud Prevention Category**

NEW YORK--(BUSINESS WIRE) – Trusteer, the customer protection company for online businesses, today announced that it was named the first recipient of the SC Magazine Innovator of the Year Award in the newly created E-commerce identity theft/fraud prevention category. According to the Federal Bureau of Investigation (FBI), identity theft and identity fraud are the fastest growing crimes in the United States. The SC Magazine Innovator Award recognizes Trusteer for developing a unique web browser security solution to address these crimes and setting up a distribution model that has produced rapid adoption in a tough market.

The complete Trusteer profile is published in the December issue of SC Magazine and is online at <http://www.scmagazineus.com/e-commerce-identity-theftfraud-prevention-tr...>

According to SC Labs, the testing arm of SC Magazine, one of the leading innovations of the Rapport web browser security service is that its technical proposition is simple: identify relevant data, such as a bank transaction, and don't allow anything to touch the data or the browser during the transaction, validate the banking site before allowing a connection from the user's browser to avoid phishing attacks, and encrypt the data and protect the encryption from compromise.

"If you do all of these things (that Trusteer does), you don't need to worry about identifying and responding to specific pieces of malware, and zero-day exploits become far less of a concern," said Peter Stephenson, Technology Editor of SC Magazine. "Trusteer has taken an innovative approach to our number one criminal activity and made its solution widely available through strategic partnerships with banks. The banks provide one end of the pipe and the users provide the other with help from their bank. For the creative way Trusteer addresses both the technology and the go-to-market strategy, we named Trusteer our first innovator in this new category."

"Being named Innovator of the Year by SC Magazine and having a new category created for our product is an honor and serves as powerful, independent market validation for our approach to securing browser communication and transactions," said Mickey Boodaei, CEO of Trusteer. "It was gratifying that SC magazine recognized Trusteer for both technical and business innovation. Getting Rapport installed on over three million machines in less than one year required a creative approach to distribution and almost transparent installation for end-users. It has paid off, Rapport is currently being offered as a free download by more than 50 banks and financial institutions in North America and Europe."

#### **About Rapport**

Rapport from Trusteer is a lightweight browser plug-in plus security service that prevents criminals from tampering with a user's browser and protects against man-in-the-browser, man-in-the-middle, and phishing attacks. When users browse to sensitive websites such as internet banking, Webmail, or online payment pages, the Rapport plug-in immediately locks down the browser and prevents any unauthorized access to web pages and confidential information that flow through the browser. Trusteer also offers in-the-cloud reporting services. When unauthorized access attempts are detected by Rapport, these are analyzed by fraud experts who provide actionable intelligence to financial institutions.

#### **About Trusteer**

Trusteer enables online businesses to secure communications with their customers over the Internet and protect personally identifiable information (PII) from a user's keyboard into the company's Web site. Trusteer's flagship product personally identifiable information, Rapport, allows online banks, brokerages, healthcare providers, and retailers to protect their customers from identity theft and financial fraud. Unlike conventional approaches to Web security, Rapport protects users' (PII) even if their computer is infected with malware including Trojans and keyloggers, or is victimized by pharming or phishing attacks. Trusteer is a privately held corporation led by former executives from Cyota/RSA Security, Imperva, and NetScreen/Juniper. For more information visit [www.trusteer.com](http://www.trusteer.com).