



**BoxSentry partners with Anti-phishing leader Internet Identity to deliver world class security and trust services to protect the Financial Services Industry in Asia and Middle East**

Singapore, 26<sup>th</sup> February 2008 - BoxSentry, a leading provider of email deliverability solutions, today announced that it has signed an agreement with Internet Identity, an anti-phishing security services company, to address the rapidly growing incidence of online fraud in Asia and the Middle East. Internet Identity is the only anti-phishing solutions company focused entirely on rapid and effective phishing site detection, reporting, and deactivation. BoxSentry is Internet Identity's first major, multi-regional international partner, and aims to offer holistic email security and anti-phishing services to customers in its target markets across Asia and the Middle East.

Manish Goel, CEO of BoxSentry, emphasized the importance of tackling declining customer confidence due to phishing attacks. "According to Gartner, US\$3.2 billion was lost as a result of phishing in 2007 in the United States alone. With Asia's online population rapidly increasing, the global figure could easily be twice that in just a matter of years. The financial services industry has to deal with declining customer confidence and trust in online communications. Phishing is criminal activity and clearly the criminals are currently winning the battle. With Internet Identity, BoxSentry is now able to offer solutions that will instill greater confidence and Internet security, not just for the financial services industry, but also for other phishing targets like the retail industry, internet service providers, and governments," he added. "BoxSentry views Internet Identity's solutions as having a great deal of synergy with our existing security-related solutions. We are delighted to be able to partner with one of the world leaders in Anti-Phishing."

The financial services industry continues to be the most targeted industry sector for phishing. According to a recent report by the Anti-Phishing Working Group (APWG)<sup>1</sup>, November 2007 saw the highest number of hijacked brands ever recorded in a single month. The report also found that out of the top ten phishing sites hosting countries, four are in Asia. Asian countries account for over 40% of the world's phishing websites.

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<sup>1</sup> [http://www.antiphishing.org/reports/apwg\\_report\\_nov\\_2007.pdf](http://www.antiphishing.org/reports/apwg_report_nov_2007.pdf)

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“Internet Identity has primarily focused on the US market, but we are seeing a rapid increase in phishing activity beyond North America and Europe where it had been largely concentrated. Our partnership with BoxSentry will help us expand our reach into Asia and the Middle East quickly,” said Rod Rasmussen, President and CTO of Internet Identity. “As companies work to eliminate phishing, we see email authentication being adopted by leading companies and ISPs as an excellent method to help tackle the issue. BoxSentry’s perspective on the next generation of email deliverability is in tandem with our line of thinking, and together we can offer solutions to combat these growing levels of complex and malicious threats. As a result, companies can provide solid protection to end-users, restoring confidence in their online activities.”

BoxSentry offers email protection services through *RealMail®*, its flagship email deliverability solution that protects legitimate email, and restores confidence in email as an effective and reliable business communications channel. Internet Identity’s anti-phishing solution, *Powershark*, provides early detection and rapid-response deactivation of phishing sites. In addition, the solution finds and blocks new phishing sites and deactivates them, while preventing domain-based phishing.

Through the partnership, BoxSentry now provides an enhanced portfolio of Internet security services that includes reputation, email authentication, anti-spam and anti-phishing to the financial services industry.

### **About BoxSentry**

BoxSentry is an innovative email deliverability solutions provider headquartered in Singapore with operations across the Asia Pacific, Middle East and Europe. BoxSentry solutions for email deliverability integrate the key components of reputation, authentication and anti-spam technologies for its clients. RealMail® is BoxSentry’s patented email security platform that has been developed to accurately protect legitimate email in over 15 languages, including the major languages of the Asia Pacific & Middle East. BoxSentry’s unique approach and portfolio of solutions for email deliverability is redefining the email security and online trust agenda. More information can be found at [www.boxesentry.com](http://www.boxesentry.com).

### **About Internet Identity**

Internet Identity™ is a leader in detecting, verifying and neutralizing phishing web sites, enabling providers of internet, e-commerce and financial services to protect their customers against online fraud. Combining innovative technology with expert human analysis and action, Internet Identity delivers highly effective phishing web site reporting and deactivation for the lowest cost available today. The company’s Domain Control program offers a cost-effective way for companies to protect their brands in domain names worldwide. For more information, please visit [www.internetidentity.com](http://www.internetidentity.com), or email inquiries to [info@internetidentity.com](mailto:info@internetidentity.com)

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