



UNDER EMBARGO until Tuesday, May 19 2015

AlphaPoint Announces Clef Support

AlphaPoint, the technology platform behind many of the largest Bitcoin exchanges, integrates Clef's passwordless two-factor authentication to make logins safe and easy.

Oakland & New York, May 19, 2015 — Today AlphaPoint is announcing support for Clef to provide secure, passwordless logins for exchanges built on its platform.

AlphaPoint provides the technology backend for more than 20 Bitcoin exchanges, including Bitfinex, the world's largest, and offers a white label solution that allows clients to launch their own digital currency exchange in under 20 days. The partnership with Clef will enable exchanges powered by AlphaPoint to accept Clef's popular two-factor authentication solution.

"We take security extremely seriously and are always looking to leverage the latest solutions for our exchanges and their users," said Joe Ventura, AlphaPoint CTO. "We're very excited to offer Clef's robust, intuitive solution and believe it will help ensure more traders use 2FA to protect their accounts."

Clef's solution has been spreading quickly throughout the Bitcoin ecosystem, with the company announcing major partnerships with Koinify, Ziftr, and others - all in the last month. meXBT will be the first AlphaPoint exchange to use the new integration. Two other AlphaPoint clients, Rio de Janeiro-based FlowBTC and Barbados-based Bitt, will follow shortly thereafter.

"AlphaPoint is the technology leader for Bitcoin exchanges and is bringing cryptocurrency to more places around the world," said Brennen Byrne, CEO of Clef. "They also have huge reach into Bitcoin so it's exciting to work with them and help make 2FA on their client exchanges more accessible and user-friendly."

Security is a top priority for exchanges, which see large volumes of assets pass through their systems every day. For exchanges to protect traders, they need tools that are simple and straightforward to use. Clef's popularity has been expanding because it helps sites attract and maintain more customers. Typically, sites that offer two-factor authentication see fewer than 1% of users opt in to protect their accounts, but sites that use Clef have seen more than 50% of their users opt in to safer login. To make logins



seamless, Clef recognizes a user's phone instead of anything he or she needs to remember or type.

A customer can log into an AlphaPoint exchange using Clef on any computer in the world by holding their phone up to the computer screen. Using the phone's camera and an animation called the Clef Wave, the phone seamlessly syncs with the computer and logs the user in. The process already protects more than 65,000 sites and is backed by public key cryptography, which is much stronger than any password. Clef works on any iOS or Android device, and is available for free on the Apple App Store and Google Play.

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About Clef

Clef is an Oakland startup building the two-factor of the future. By taking advantage of the rapid spread of mobile devices, Clef has built technology that is not only much more secure than traditional logins, but also much easier to use. Since 2013, Clef has spread to more than 65,000 sites and received accolades from *The New York Times*, *Inc. Magazine*, and *The Economist*. Clef is funded by Morado Ventures and angels from a broad variety of product and security backgrounds. For more information on Clef, visit getclef.com or email press@getclef.com.

About AlphaPoint

AlphaPoint is a technology company that powers digital currency exchanges and provides institutions aggregate access and order routing to digital currency markets. Its secure, scalable, and customizable platform can process nearly 1 million transactions per second, enabling customers to innovate, differentiate, and transform their businesses. As the world's leading white label exchange provider, AlphaPoint powers several of the largest Bitcoin exchanges worldwide, and is led by a seasoned team with 35+ years in financial technology. AlphaPoint has offices in New York City, Philadelphia, and San Francisco. For more information, follow us at @AlphaPointLive or visit us at www.alphapoint.com.

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