



## *CallingID Launches LinkAdvisor 2.0 a Break-through in Safe Browsing and Identity Protection*

DALLAS, TX, October 19th, 2010 - CallingID ([www.callingid.com](http://www.callingid.com)) introduces LinkAdvisor 2.0 a break-through in Safe Browsing and Identity Protection. CallingID's LinkAdvisor 2.0 uniquely provides real-time Web User protection for ever link they contemplate accessing or sending personal information or credit card data.

CallingID LinkAdvisor 2.0 protects the user from clicking on links to malicious sites, scam sites, phishing sites and other attempts trick Web users while by accessing other than the site you think that you are visiting. CallingID LinkAdvisor 2.0 protects Web users:

**Before they visit a site** - automatically checks the links received in email, web, instant messenger and office applications before following them, tells you where they really lead to and verifies that it is safe to visit and safe to do business with.

**While they are on the site** - shows who owns every site you visit, verifies that it is safe to send personal data and uses over 50 automatic verification tests that alerts you to potential risks of following the link.

**Whenever they try to send data** - automatically alerts you whenever you try to submit data to any suspicious site or known malware, phishing and other form of malicious or fraudulent sites and ensures that the data that you are sending is protected while on its way to the target site.

Most importantly CallingID LinkAdvisor 2.0 unobtrusively tells you who owns the site that you are visiting or intend to visit, whether it is legitimate and if you can safely provide information or conduct business there. CallingID LinkAdvisor 2.0 provides the information you need to determine whether you should send any information or conduct business with a site before you visit the site and maintains its vigilance while you are on the site.

CallingID has the industry's most comprehensive active site database being added to in real-time as you visit the sites. CallingID's unique approach to identifying and testing links in real-time reduces the chances that you will be a victim of an untested site or bitten in the window between the discovery of a phishing site to the time that your PC knows it is a problem.

"CallingID's LinkAdvisor 2.0 is the next generation of Protection of Web users," said Yoram Nissenboim, pointing out that LinkAdvisor 2.0 provides the awareness and information consumers need to make decisions to visit a site, provide the site with information or purchase something. "Most importantly you know who are dealing with!"

CallingID is offered at no charge to any individual or consumer protection organization for redistribution. It is also available for inclusion in ISPs and software vendor's suites or for enterprises providing social networking services to their employees.

Download your personal free copy of CallingID's LinkAdvisor 2.0 software from <http://www.callingid.com/Download.aspx>.

Installation is fast and simple. CallingID supports link analysis for Internet Explorer and Firefox web browsers, Outlook, Outlook Express, Thunderbird, Eudora and Incredimail email clients, ICQ, Talk and Yahoo messengers and Microsoft Word. CallingID supports Windows operating system including Vista and Windows 7 and 32 and 64bit.

### **About CallingID**

CallingID is a technology leader for protecting individuals and institutions when using the internet for ecommerce, online banking and accessing secure sites or any site to which a user wishes to submit private or personal data. CallingID provides solutions that encourage usage of the Internet for business, helping customers avoid Internet fraud (Identity theft, Phishing, Pharming, Scams, Spyware, Trojans, Spamming and Malware) focusing on protecting individual Internet e-commerce users, online banking, and corporate. CallingID's offices are located in New Haven, Connecticut and the R&D team is based in Haifa, Israel.

***CallingID Launches LinkAdvisor 2.0 a Break-through in Safe Browsing and Identity Protection, DALLAS, TX, October 19th, 2010.***