CallingID

CallingID Safe Browsing Suite Protects Users from Internet Fraud and Identity Theft and Encourages Users to do Business with Reputable Sites

SAN FRANSISCO, CA, February 5th, 2010 - CallingID (www.callingid.com) introduces Safe Browsing Suite - a set of three applications that thwarts scammer's attempts to steal users' identity and verifies for users that it is safe doing business with reputable sites.

CallingID Safe Browsing Suite consists of 3 components:

> **Before you visit a site** - automatically checks the links received in email, web, instant messenger and office applications before following them, tells you where you will be going and verifies that it is safe

> **When you visit the site** - shows who owns every site you visit, verifies that it is safe to send personal data and uses 54 automatic verification tests that inform you of potential risks on each site

> **When you try to send data** - automatically protects you when you try to submit data on the web against malware, phishing and other scam problems

CallingID tells you who owns the site you are visiting or intend to visit, whether it is legitimate and if you can safely provide information or conduct business there. If the site has registered with CallingID the user can safely login to his account at that site free of Internet fraud attempts like phishing, pharming and man in the middle. Even if the user machine is infected by a spyware trying to steal the password used for login the password detected by the spyware will not let anyone to login to that account.

CallingID can provide positive identification and verification of sites suitable for business based on its unique database of over 10,000,000 web sites which is refreshed and increased every day

The Results of the Internet Fraud studies indicate that the new phishing filters from Microsoft and Google are immature and attacks can overcome them" said Yoram Nissenboim, CallingID CEO, "CallingID succeeds in protecting users from becoming fraud victims, while encouraging them to do more business with real sites. It is a transparent solution that lets users continue regular Internet activities while providing them with useful information. Before they visit a site they know who the owner of the site is and whether it is O.K. to trade with it. When there is a

potential risk they are given an immediate warning and their personal data is not exposed to identity theft".

A personal copy of CallingID's software can be downloaded from http://www.callingid.com/download.aspx.

Installation is fast and simple. CallingID supports 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.

About CallingID
CallingID is a technology leader for protecting institutions and individuals 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 (Phishing, Pharming, Spyware and Trojans) focusing on online banking, e-commerce and corporate sites as well as individual Internet users. CallingID's offices are located in New Haven, Connecticut and the R&D team is based in Haifa, Israel.