



CallingID Protects from Internet Fraud Sites that Infiltrate Search Engines

NEW HAVEN, CT, May 22nd 2009 - CallingID, leading provider of safe browsing solutions, announced today a new feature for its toolbar, adding a new level of protection. When a user searches the web, a risk assessment with full details of the site owner is shown next to each web link found, before the site is visited. If a high risk assessment or an indication that the site owner is located at an unexpected country appears, the user is advised to ignore that result.

"Results indicate that web users need guidance when surfing the Internet" 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 the user 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".

CallingID's software can be downloaded for free from www.callingid.com/download.aspx. Installation is fast and simple. CallingID supports Internet Explorer and Firefox under all Windows platforms.

About CallingID

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.