

Press Release

True BusinessID with EV: Green Light for Certificates

~ TC TrustCenter signals the launch of the next generation of authentication ~

Hamburg, 7th November 2007 – Because phishing attacks are increasingly weakening consumer confidence in e-commerce, TC TrustCenter is offering a new product for website authentication: with *True BusinessID with Extended Validation* – EV for short – from its partner Geotrust, the Hamburg-based specialist for digital certificates and security solutions is offering a previously unrivalled level of security for Internet sites. *True BusinessID with EV* also combines extended validation, SSL encryption using a 256-bit algorithm, as well as the GeoTrust True Site seal in one solution.

True BusinessID with EV provides additional protection against phishing and fraud, especially for companies in e-commerce and online banking, for whom secure and trustworthy communication is a prerequisite. That's because not only is extended validation clearly visible through the green-coloured URL input line - and so is easier for the customer to recognise; it also guarantees increased security.

A survey by Forrester Research shows that more than 84 per cent of consumers do not really feel safe buying online and that 24 per cent no longer make purchases on the 'Net¹. Effective protection for customers and providers can go some way to countering this trend. With *True BusinessID with EV*, and provided a secure browser is used; users can clearly and quickly see whether they are visiting a website with advanced authentication. So far, Microsoft Internet Explorer 7 supports the green URL display. Firefox and Opera are due to make *True BusinessID with EV* available in their browsers in the near future.

“The green address bar shows users at first glance that they are on the regular website of the provider they want and have not landed on a fraudulent look-alike site,” explains Dr. Gunter Weinerth, Senior Product Manager at TC TrustCenter. “The browser reads the organisation name and issuer directly from the certificate and this

¹ Forrester Research, December 2005

information is clearly visible next to the address line with no additional interaction required from the user.”

It goes without saying that *True BusinessID with EV* certificates also work smoothly with browsers and servers that do not yet support the extended validation standard. These older browsers display EV SSL certificates in the same way as conventional SSL certificates.

In parallel to the “green” EV variant, *True BusinessID* is also available in the standard version. It too checks the domain and the authenticity of the organisation. For a fast entry into secure online transactions per SSL, TC TrustCenter also offers *QuickSSL Premium*. The SSL certificate is issued just a few minutes after the request is sent and the domain ownership has been checked, and guarantees online visitors that no unauthorised persons can see confidential information or transactions.

True BusinessID with EV is available now at a cost of 649 euros for one year. The standard *True BusinessID* version costs as little as 259 euros for one year and Quick SSL Premium just 149 euros.

About TC TrustCenter

TC TrustCenter GmbH, a wholly owned subsidiary of ChosenSecurity, Inc., is a leading specialist for certificates and security solutions along the entire value chain of identity verification.

The portfolio includes web security services for the protection of e-commerce transactions, managed security services, and complex PKI solutions including comprehensive consulting services. TC TrustCenter has experience in many national, international and global projects in various industries for more than ten years. TC TrustCenter is an accredited certification service provider according to German signature law, European signature law, IdenTrust and SISAC. For more information, please visit www.trustcenter.de.

Company Contact TC TrustCenter GmbH:

Gunilla Pendt
Sonninstrasse 24 - 28
D-20097 Hamburg
Tel.: +49 40 808026-410
Fax: +49 40 808026-126
E-Mail: gunilla.pendt@trustcenter.de
Web: <http://www.trustcenter.de>

Pressecontact:

LEWIS – Global Public Relations
Linda Holz
Baierbrunner Str. 15
D-81379 München
Tel.: +49 89 173019-38
Fax: +49 89 173019-99
E-Mail: lindah@lewispr.com