



Armored Online

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Armored Online Opens First International Office in London to Manage Growing Sales and Partnership Opportunities in Europe

Respected Financial Services and Technology Executive John Tunstall Joins Company to Manage European Sales and Marketing Activities

SALT LAKE CITY, Utah – Sept. 25, 2007 – Armored Online, delivering a secure, branded channel that establishes a trusted environment for online communications and transactions, today announced the opening of a new office in London to manage sales and partnership activities in Europe. Respected financial services and technology executive John Tunstall will utilize his extensive international experience to manage European sales and marketing activities.

With the opening of the new office Armored Online will begin to build a strong presence in Europe as international interest grows in the company's online security solutions. From his base in London Mr. Tunstall will manage the increasing number of sales and partnership opportunities throughout Europe previously handled from the United States.

John Tunstall brings extensive experience in financial services and technology to his new position. His involvement in chip cards, and their technical application to banking, spanned the introductory years when the French were embarking on their introduction of this technology. At this time he served as General Secretary of INTAMIC, a consortium of international banks seeking to introduce chip card technology. Subsequently he was appointed General Secretary of ECBS, a European bank consortium seeking to harmonize banking systems in Europe. A later appointment was as the Managing Director of The Global Trust Authority, a financial sector consortium, which promoted the use of certificates to secure financial sector communication with customers. In addition to working at MasterCard and Mondex, Mr. Tunstall has served as CEO of start up ventures focusing on certificate creation and their use.

User-friendly solutions from Armored Online incorporate mutual authentication, public key encryption, digital signatures and other critical capabilities to create a direct online channel between financial institutions and their customers. The company will work closely with customers to secure corporate communications, restore customer trust and address enterprise compliance issues.

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Armored Online solutions include:

- *ArmoredMail* - a secure outbound communications system with encrypted messaging
- *ArmoredWeb* - a secure private browser with embedded multi-factor authentication
- *ArmoredVault* - a secure online storage system for archival of customer communications and customer documents

Armored Online delivers significant and measurable ROI to financial services organizations and other business enterprises, including the ability to:

- save on print and postage costs as consumer adoption of the online channel increases
- enjoy additional revenue streams from new products such as a digital safe deposit box
- more accurately track the effectiveness of marketing campaigns and other communications, knowing with certainty that customers receive and open them
- have the ability to sign (via digital signature capabilities) and originate loans online

“While we continue to meet with a growing roster of potential customers and partners in the United States, the response to our solutions from Europe and other areas of the world has been fantastic,” said Joe Sowerby, CEO of Armored Online. “These exciting opportunities are best served by a strong local presence. The opening of our first international office is an important step in the continuing growth of our company. I’m thrilled that respected industry veteran John Tunstall has agreed to join us. John’s strategic perspective and technical expertise will serve us well as we pursue numerous opportunities throughout Europe and other international markets.”

“Armored Online represents a rare opportunity to put my international experience and contacts to work to help solve a significant problem facing financial institutions and their customers,” said John Tunstall. “Ever since its launch I’ve been intrigued by the company and its new paradigm for eliminating online identity fraud. When Joe contacted me about opening the first international office in London I jumped at the opportunity. In the brief time since I joined Armored Online the response from prospective customers and partners in Europe has been outstanding.”

About Armored Online (www.armoredonline.com)

Armored Online offers financial institutions and other businesses a secure, branded channel that establishes a private environment for communications and transactions. Representing a new paradigm, this trusted environment is free from phishing, man-in-the-middle and Trojan attacks, and other forms of online identity fraud. Customers employ our technology to secure their online customers, improve marketing communications, and address enterprise compliance issues. By eliminating the risk of online identity fraud, Armored Online protects the organization’s corporate identity and helps deepen customer relationships. At the same time, the enterprise receives a measurable ROI.

Founded in 2006, Armored Online is headquartered in Salt Lake City, Utah. The company has regional offices in the United States in Berkeley, CA, Boston, MA and Philadelphia, PA, and an office in London serving Europe. For additional information please call 800-704-4230 or visit www.armoredonline.com.