



**Armored Online**

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## **The End of Online Identity Fraud: Introducing Armored Online, a Company Delivering a New Paradigm in Online Security to the Financial Services Industry**

### **Stonebridge Bank is First Customer, Several Others in the Pipeline**

**SALT LAKE CITY, Utah – May 15, 2007** – Armored Online, delivering a secure, branded channel that establishes a trusted environment for financial institutions and their customers to communicate and transact, launched today. Representing a new paradigm, Armored Online delivers technology solutions to financial institutions that protect customers from phishing, man-in-the-middle, Trojan and other attacks, eliminating the risk of online identity fraud.

Armored Online also announces its first customer, Stonebridge Bank, a wholly-owned subsidiary of Stonebridge Financial Corp. An established leader in protecting consumers from online criminal behavior, Stonebridge Bank is an innovative state-of-the-art Internet bank and traditional brick and mortar institution.

“Online identity fraud is a significant issue in the financial services industry, and we’ve been seeking an easy-to-use, robust solution that enhances our ability to protect our customers,” said George Rapp, CIO, Stonebridge Bank. “Armored Online’s solution allows us to offer our customers an easy mutual authentication system that is very easy to implement and that we can offer as a no cost option to all of our customers. There were several key factors that lead me to choosing Armored Online. It places the onus for authentication on the computers rather than our customer. It works across a wide variety of platforms, including almost any that run Java. It is one of the few solutions available that will help protect our customers against phishing, pharming, and man in the middle attacks. It is also based on well understood and tested security technologies.”

Online identity fraud is plaguing many industries, with financial services one of the most targeted. The Federal Trade Commission estimates 4.7% of the U.S. population, or 10 million people, were victims of identity theft in the last year, with total losses of US\$53 billion. Growing consumer awareness is having a negative impact on online banking. According to the Gartner Group research firm, approximately 33 million U.S. adults do not bank online because of security concerns. Gartner also reports that nearly nine million U.S. adults have stopped online banking altogether, while another estimated 23.7 million will not start because of security concerns.



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Consumer-friendly and easy-to-use, solutions from Armored Online incorporate mutual authentication, public key encryption, digital signatures and other critical capabilities to create a direct online channel between financial institution and customer. The company will work closely with banks, mortgage companies, brokerage firms, credit card companies and insurance firms to secure corporate communications, restore customer trust and address enterprise compliance issues.

### 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 institutions. Specifically, financial institutions will:

- 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

“At Armored Online we take a holistic approach to eradicating online identity fraud. We secure the entire online channel, rather than vulnerable individual interactions,” said Joe Sowerby, CEO of Armored Online. “This method is more secure and efficient. With a secure, consumer-friendly environment in place customers will return to the channel and financial institutions will enjoy a tangible ROI. Even though we’re launching the company now, we’ve spent years developing and testing our solutions. Based on overwhelmingly positive feedback, financial institutions are eager to put online criminals out of business once and for all. We look forward to announcing new customers and partnerships in the near future.”



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### **About Armored Online ([www.armoredonline.com](http://www.armoredonline.com))**

Armored Online offers financial institutions a secure, branded channel that establishes a private environment for financial institutions and their customers to communicate and transact.

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. Banks, mortgage companies,

brokerage firms, credit card companies and insurance firms can 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

financial institution's corporate identity and helps deepen customer relationships. At the same time, the financial institution receives a measurable ROI.

Founded in 2006, Armored Online is headquartered in Salt Lake City, Utah. The company has regional offices in Berkeley, CA, Boston, MA and Philadelphia, PA. For additional information please call 800-704-4230 or visit [www.armoredonline.com](http://www.armoredonline.com).