



**FOR IMMEDIATE RELEASE**

## **CellTrust Introduces Open SMS Platform to Promote the Importance of Oral Health for Children**

*CellTrust Enables One- and Two-Way Text Communication Between Oral Health Organizations and Consumers*

**SCOTTSDALE, ARIZONA – October 17, 2012** - CellTrust Corporation, the recognized worldwide leader in secure mobile communication ([www.celltrust.com](http://www.celltrust.com)), after recent recognition as the 52<sup>nd</sup> fastest growing telecommunications company in the US, today announced an open text messaging platform to promote the importance of [oral health for children](#), available for use by dentists, university dental programs, and non-profit organizations dedicated to children's oral health programs. In addition, CellTrust partnered with [Kids Voting Arizona](#) and the [Arizona Bar Foundation](#) to provide a text messaging-based youth polling program, on the foundation's partner site [lawforkids.org](http://lawforkids.org), as part of this year's Kids Voting Arizona initiative.

Americans currently send 2.27 trillion text messages per year (source: [CTIA-The Wireless Industry Association](#)), and the CellTrust platform enables organizations to leverage the popularity of the mobile channel to send and receive text messages. "Our healthcare initiative, which started in 2009, has been tremendously successful and we continue to move ahead in the healthcare and oral health sector as well as with organizations focused on youth education," said CellTrust CEO and Chairman, [Sean Moshir](#). "SMS is a fast and effective way to reach consumers. Consider that, on average, text messages are opened within four minutes of receipt and 95 percent of text messages are read."

CellTrust's platform has been used successfully since January for the [Text2Floss](#) text messaging program with A.T. Still University (ATSU), [Arizona School of Dentistry & Oral Health](#) (ASDOH), which is designed to reach, educate, and remind current patients and the underserved, to promote preventative and ongoing health and wellness initiatives.

Tony S. Hashemian, D.D.S., Assistant Dean to Global Oral Health at ASDOH and founder of Text2Floss, stated: "The Global Oral Health program at ASDOH aims to improve oral health and

provide care to the underserved locally and worldwide. We recognized the need for a mobile solution to help achieve our objectives, and CellTrust helped ASDOH turn the ubiquitous SMS channel into a powerful communications tool to more quickly and efficiently communicate with clinicians as well as patients via mobile devices.”

**About CellTrust Corporation**

CellTrust is the leading provider of [secure mobile communication](#) including [HIPAA compliant mobile communications](#) and [pager replacement solutions](#). For more information, visit [www.celltrust.com](http://www.celltrust.com)

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