



FOR IMMEDIATE RELEASE

CellTrust Signs Agreement with Maxim-Pro Ltd. to Provide SecureSMS for the Next Generation Secure Mobile Banking and Payment in Africa

CellTrust of Africa Delivers SecureSMS™ Appliance to one of Nigeria's Leading Banking Platform Providers, Meeting the Central Bank of Nigeria's New Security Requirements

Scottsdale, Arizona, USA and Abuja, Nigeria – January 19, 2010 CellTrust of Africa (www.africa.celltrust.com), the leading supplier of secure mobile messaging and applications (www.CellTrust.com), has provided Maxim-Pro Ltd. (www.maxim-pro.com) with a [Secure Enterprise Messaging solution](#) to secure and mobile enable their successful banking platform while meeting the new requirements of the [Central Bank](#) of Nigeria.

Maxim-Pro has partnered with CellTrust to extend secure mobile banking and payment services to Nigeria's under and un-banked population through their extensive customer base across the financial services sector. An average of 100,000 subscribers are expected in the first six months of operation for the new Secure SMS/Text Mobile Banking program launched via [CellTrust's Global SecureSMS Gateway](#). Fraud reduction and fewer demands being made on call centers for IVR authentication are also part of the revenue equation at Maxim-Pro.

"CellTrust SecureSMS adds significant value to our banking platform by providing the state-of-the-art mobile security required to launch a mobile banking solution in Nigeria and the entire region," according to Adeyinka Oyewumi, Managing Director, Maxim-Pro. "We are pleased to have been able to find a partner in mobile banking who meets the rigorous mobile security requirements of the Nigerian Central Bank."

The [Central Bank of Nigeria](#) has issued new, highly stringent security requirements for mobile financial management and insists both the financial institutions and their distribution networks take a high level of responsibility in protecting the end user. The requirement calls for more security, and in the case of mobile text banking or SMS banking, the Nigerian Central Bank's official directives require Secure SMS with multiple levels of authentication and encryption along with a clear audit trail for compliancy.

"We are pleased to provide Maxim-Pro with the latest secure mobile messaging solution to secure and mobile enable their successful banking platform," commented Samuel Ucheaga, Managing Director, CellTrust Africa.

CellTrust of Africa's customer base is benefitting from CellTrust's award winning [SecureSMS™ Appliance and Gateway](#). SecureSMS provides end-to-end privacy on the mobile device via a highly encrypted, [tamper-proof process while enabling message sizes up to 5,000 characters](#). [A remote wipe functionality that ensures users can wipe the handset](#) if it is lost or stolen adds another critical layer of security.

CellTrust SecureSMS™ Appliance was selected winner of [2009 Best Enterprise Enabler Application for the RCR Ecosystem Awards](#). In [2008 CellTrust Secure SMS won the Communications Solutions Product of the Year Award](#) and was voted [Best Messaging Security Solution](#) by the Info Security Products Guide's Tomorrow Technology Today Award. SecureSMS was accredited as a finalist for the Third Annual CTIA Emerging Technology Award, and was named the winner of three [Mobile Star Awards](#), and the prestigious [Mobile Marketing Association 2008 Global Relationship Building Award](#).

About CellTrust Corporation

CellTrust is a leading provider of secure mobile messaging and applications. CellTrust's patent pending SecureSMS Gateway™ featuring the [SecureSMS™ Appliance](#) and a suite of mobile applications provide advanced secure mobile messaging and information management across 200+ countries and over 700 carriers. CellTrust ensures the secure and trusted exchange of information on mobile devices to the financial services, healthcare, government, education, energy, information technology, marketing, and travel, among other global industries. For more information about CellTrust's Global, African, North American and Australian operations: www.celltrust.com www.africa.celltrust.com www.celltrust.com.au

About Maxim-Pro

Maxim-Pro is a leading provider of banking software and financial services. Maxim-Pro's banking application suite supports banks, microfinance institutions, OFID (Opec Fund for International Development), insurance companies, hospitals, schools and other organizations with financial service requirements throughout Nigeria and the African region. For more information about Maxim-Pro: www.maxim-pro.com

CellTrust Media Contact:

Lora Friedrichsen or Yasmin Ezaby

Global Results Comms (GRC) for CellTrust

+1 949-608-0276

celltrust@globalresultspr.com