

## **PETRA FINANCIAL ANNOUNCE SUCCESSFUL INTEGRATION OF PALMTREE TECHNOLOGY'S ID INSURE™ SECURITY SOLUTION INTO TOUCHSTONE & TOUCHSTONE MOBILE TO BE DEPLOYED BY HSBC MANAGED PAYMENTS SERVICES' SOLUTION**

Petra Financial has completed the successful integration of PalmTree Technology's unique security solution called ID Insure™ into their Touchstone & Touchstone Mobile applications. HSBC's Managed Payments Solution is one of their first customers. The combined solution provided by Palm Tree and Petra has been adapted for use on most mobile devices to ensure its rapid and wide adoption.

The addition of ID Insure™ into Touchstone and Touchstone Mobile now enables Petra Financial's customers to execute these critical banking transactions over the mobile phone as well as the web portal with complete security. The combination of exceptional design and innovation in the usability of Touchstone Mobile is now complemented by simple, smart, and secure authentication that confirms it is the right device, in the right place and held by the right person.

With over four billion mobile devices in use around the Globe it is quite clear that the future for surfing, transacting and banking over the Internet will be on the mobile. As the interface and functionality of these devices continue to improve so more and more people will use them for what they had previously done only on the desktop or laptop.

The ID Insure™ 2.5 authentication solution is a revolutionary breakthrough in stateless, synthesized multi-factor authentication that provides complete protection against all threats and hacks targeting online users. The solution has been found to be so effective that an insurance policy has been created and underwritten by Munich Re providing complete peace of mind for users.

ID Insure™ neutralizes Phishing, Pharming, man-in-the-middle and man-in-the-browser attacks, social engineering and data theft. Touchstone Mobile is a mobile banking and finance application that works on smart phones such as the Apple iPhone, BlackBerry and other 3G and Wi-Fi phone platforms. Touchstone Mobile combines an exceptional combination of form and function that overcomes the complexity and difficulty of using a mobile device for banking. Its design and simplicity are turning banking and finance truly mobile. The mobile banking market is set to grow rapidly over the next few years according to research reports published by many

renowned analysts. The key elements of mobile banking success are design, ease of use, simplicity, and security.

Touchstone Mobile together with ID Insure™, now combine these features and are uniquely well positioned with bank customers to deliver a mobile banking platform that is a ‘turn-on’ and provides ‘peace of mind’.

Ross Macdonald CEO of Palm Tree Technology said: “We are delighted that ID Insure™ has now been integrated into Touchstone Mobile. The exceptional combination of design that Petra Financial has engineered into the application complemented by the security of ID Insure™, which has been confirmed time and again by independent review as the most secure authentication and identity protection solution, is surely a winner. The main inhibitors to mobile banking are now overcome by the collaboration between our technologies, and we are confident that customers will begin to switch to mobile as a result”.

Commenting on this collaboration with Palm Tree Technology, Petra Financial’s Chief Executive Officer, David Sinclair, said: “We have some of the world’s leading banks as customers, and what is attracting them to Touchstone Mobile is its innovative design and inherent usability. Now we have squared the circle with what we believe to be the best security and authentication approach in the market. What our bank customers want for their retail and corporate consumers is security and peace of mind within the best and most functionally rich application. We are now able to deliver that and are delighted to be working with Palm Tree Technology. We recognized from the outset is that to truly go mobile, it was essential to address security as innovatively and simply as we have done with our application. What we really liked about Palm Tree’s approach is its secure technology and for total peace of mind it’s insured by one of the world’s most trusted re-insurers. It’s simple and secure which just means that you can go mobile with peace of mind”.

John Burton, Marketing Director of Petra Financial commented, “Touchstone Mobile appeals to users because it is simple to use, intuitive, and makes mundane tasks like making payments and transferring money enjoyable. But for consumers to really turn on to mobile, they have to feel secure. What really makes sense is Palm Tree’s ID Insure™, because it means it is the right device, in the right place, with the right person; and the insurance backing adds total peace of mind. With a great combination of form, function and security, consumers now have the best mobile banking application which they can use with trust and confidence”.