



The Today Show Features StrikeForce's Identity Assurance

"We Tried It, And It Works!" — Reporter Janice Lieberman

EDISON, N.J. (July 5, 2005) — *NBC's Today Show* featured StrikeForce Technologies' ProtectID™ last week as an essential tool for fighting cyberfraud, as part of a two-part series on this growing problem for businesses and consumers.

StrikeForce's ProtectID solution was praised as being the kind of tool that banks and credit card companies can use to proactively solve online fraud, because it gives consumers an easy and intuitive way to prove they are 'who they say they are' online. ProtectID was the only technology highlighted.

Consumer affairs reporter Janice Lieberman said banks and credit card companies "will and should start using" this kind of technology to keep customers safe. Identity fraud cost more than \$52 billion last year, according to Javelin Strategy & Research.

Protect ID foils would-be thieves, even if they have a user's name, credit card information and password. It confirms the legitimacy of an online transaction using a tool consumers already have: their phone.

Just before a purchase is complete, ProtectID automatically dials the registered user's cell phone, for instance. The voice-activated system then prompts the user for a special pre-assigned code, which the user punches into the phone's keypad. Within a second or two, the Web site authenticates and authorizes the transaction.

"The fraudster is not going to have your cell phone," said Lieberman, who tested the software herself. "We tried it, and it works."

The video link will be live until July 14, 2005.

<http://www.vmsdigital.com/MyFiles.aspx?Onum=6363A532-D42E-44FE-B274-3B00AB3F38E9>

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About StrikeForce Technologies

StrikeForce Technologies, the leader in online identity assurance solutions, is the only company protecting everyone – customers, partners and employees – in real time against identity fraud at every access point. Its total protection solution dramatically strengthens companies' defense against the biggest points of fraud – when accounts are opened, when they're accessed, when they're changed, and each time there's a new transaction.

StrikeForce Technologies is a privately held company headquartered in Edison, N.J., and can be reached at www.strikeforcetech.com or (866) 787-4542.

Media Contact:

George Robertson

Corporate Ink

(617) 969-9192

aparken@corporateink.com