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Identrus Changes New Corporate Name to IdenTrust Putting the “Trust” in Identity

Descriptive New Brand with Expanded Management Team Leads New Corporate Strategy; Veteran John Sculley Appointed Chairman of the Board

SAN FRANCISCO, CALIF.—March 1, 2006—Identrus, Inc. today unveiled its new corporate name IdenTrust, marking a significant step in the company’s overall corporate strategy to further strengthen trust in identity usage and authentication for corporations, financial institutions and government entities. In addition to upcoming new products for its spectrum of trust solutions, IdenTrust also announced several new additions to its management team and to the company’s board of directors.

“Our new brand communicates our commitment to providing a global standard for real-time identity authentication – one that is built upon a foundation of trust and assurance,” said Karen Wendel, CEO of IdenTrust. “IdenTrust delivers a unique identity solution, one that plugs the “trust” gap created by purely technical identity plays. Our new name places that concept front and center – if you want a gold standard of trust in your identity solutions, then IdenTrust is your answer.”

The emphasis on trust is supported by the Company’s two new venture capital backers: Enterprise Partners Venture Capital and Rho Ventures. The new funding not only re-energizes the IdenTrust Board of Directors and the IdenTrust management team, but also positions the Company to pursue a revamped and expanded strategy. The new IdenTrust model applies the trust concept across a broad spectrum of users and applications. In one such example, IdenTrust has worked with TWIST (Transaction Workflow Innovation Standards Team) to integrate trusted identities into the financial and physical supply chains of major corporates and financial institutions. One specific proof of concept simplifies the highly regulated process of bank account opening and bank signatory management, allowing corporate treasurers to use a single identity across all of its different banks.

Recently, TWIST announced the incorporation of identity validation rules in its open standards portfolio based on the IdenTrust rule set. The collaboration between IdenTrust-TWIST on open standards brings a global interoperable standard to the electronic communication between corporations and between corporations and their banks.

New Executive Team and Board Members

In keeping with this new energy and direction, IdenTrust added new leadership and talent at both the board and executive management level. At the board level, John Sculley joins as Chairman of the board and is accompanied by the addition of Jean Lavigne, who will help extend the IdenTrust presence in Europe. At the executive management level, the new additions are Thomas Ream as Chief Operating Officer and Andrea Klein as Chief Marketing Officer.

Thomas Ream recently joined IdenTrust as Chief Operating Officer, responsible for operations, the government sector, finance and administration. Ream brings to IdenTrust a deep combination of operations, international and financial experience. Ream has also held senior management roles in other payment and software companies, most recently as Vice President of Corporate Development and CFO of Tacit Software.

As Chief Marketing Officer, Andrea Klein brings more than 25 years of financial industry experience from both her years at Bank of America and her experience running global industry marketing and professional services organizations. Prior to IdenTrust, she was the Vice President of Oracle's Financial Services Industry Strategy and Marketing.

Industry veteran, John Sculley brings his extensive experience in building great companies to IdenTrust. Currently a Venture Partner at Rho Capital Partners, Sculley previously worked at Sculley Brothers LLC, a private investment firm he founded and served with distinction as CEO of Apple Computer and President and CEO of Pepsi.

With expertise in the international business arena, Jean Lavigne has served as Vice President and Country President in France and Belgium for Motorola, Inc., and he was President and Chief Executive Officer of Motorola, SA. Prior to joining Motorola, Lavigne was with Digital Equipment Corporation in Europe where he was responsible for Interconnect Technology and served as a member of its European Government Affairs Team.

Sculley and Lavigne join IdenTrust Board Members Karen Wendel, Andrew McLaughlin, Ben Terk, Carl Eibl, and Doyle Arnold.

“The extensive industry experience and expertise that Andrea and Tom bring to the table will be invaluable to IdenTrust as we extend our product offerings across the corporate, financial services and government fronts, and as we provide trusted identities for every aspect of eTransactions,” said Wendel. “Our new Chairman, John Sculley, and Board member Jean Lavigne both bring enviable executive backgrounds and knowledge that will provide strategic guidance as we move the Company to the next level.”

Spectrum of Trust—The Next Generation of Identity Authentication

With its new market strategy, IdenTrust is poised to deliver next generation identity authentication solutions to meet the issues arising in a 24-hour, globally inter-connected world. Worldwide interoperable standards across government agencies, financial institutions, and corporations, uniquely differentiate the IdenTrust solution. IdenTrust enables companies to automate and accelerate manual business processes by easily integrating digitally signed electronic forms, and, authenticated identities into their business applications. With the increase of electronic commerce, customers are empowered to form binding contracts over the Internet, enabling products and services to be sourced from any vendor around the world.

About IdenTrust, Inc.

IdenTrust is the global leader in trusted identity solutions recognized by global financial institutions, government agencies and departments, and commercial organizations spanning five continents. It is the only bank-developed identity company providing a worldwide network of trusted credentials based on global standards. IdenTrust provides a legally and technologically interoperable environment for authenticating and using identities worldwide. The IdenTrust platform includes a Trust Blueprint, Trust Platform comprised of proven network, delivery and execution capabilities, and both based on a unique understanding of the best combination of technology and expertise in establishing and managing a Trust infrastructure. The IdenTrust platform enables financial institutions, government agencies, and commercial organizations to effectively manage the risks associated with identity authentication; to minimize investment in creating their own legal frameworks; and to deploy a Trust infrastructure smarter, faster and more cost effectively. Additional information about the company can be found at www.IdenTrust.com.

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