



**FOR IMMEDIATE RELEASE**

**Celly Corp Chooses SecureSMS Gateway from CellTrust for  
Mobile Phone Food Ordering Service**

**CTIA Wireless 2008, Las Vegas – April 2, 2008** – Celly Corp ([www.gocelly.com](http://www.gocelly.com)) has chosen the CellTrust™ ([www.celltrust.com](http://www.celltrust.com)) patent pending [SecureSMS™ Gateway](#) to host its GoCelly.com Mobile Phone Food Ordering System. The system, which will be free to users, allows consumers to order and pay for their favorite meals for pick up or delivery through short code text messages or online.

"CellTrust has a proven track record in reliably hosting some of the most innovative secure SMS systems in existence today. We feel that the CellTrust SecureSMS Gateway provides an array of features that are a step above its competitors," said Celly Corp CEO Michael Nguyen. "These factors, along with robust performance, high system uptimes, and an excellent support staff are paramount to the successful operation of time-sensitive services like GoCelly.com."

GoCelly allows restaurants the convenience of receiving orders without wasting time on the phone taking orders. The system should eliminate long lines during the restaurant's peak business hours and increase restaurant sales by decreasing the time spent by employees for fulfillment of orders. In turn, users are able to order on-to-go and save time by not having to spend time waiting to order or pay.

GoCelly users sign up at [www.gocelly.com](http://www.gocelly.com) for access to its intuitive menu system to select and customize food items for a given GoCelly affiliate restaurant and save it under a 'Nickname'. When the user is ready to eat, they simply text message their Nickname to 90703. After sending the **secure SMS**, a confirmation text message is transmitted electronically to the restaurant. The user's credit card is automatically charged for the transaction, and there is no wait to order or pay when they arrive at the restaurant's designated GoCelly pick up area.

"The mobile channel will continue to evolve and offer consumers unique ways to utilize mobile devices to execute more sophisticated transactions, such as making purchases and transferring funds between bank accounts," said Sean Moshir, CEO of CellTrust. "Companies such as GoCelly, who are innovating ways for consumers to get what they want when they want it, will find that secure SMS is essential to protecting the consumer. CellTrust has developed its patent pending SecureSMS Gateway to make that happen."

SecureSMS Gateway allows businesses and government to exchange critical information with consumers in a trusted environment on the mobile device. Setting itself apart from consumer-grade SMS, CellTrust's SecureSMS Gateway gives the message sender the ability to confirm when text messages are delivered and/or read via a highly encrypted, tamper-proof transfer process with no size limitations.

CellTrust's [SecureSMS Gateway](#) was selected as a finalist in the Third Annual CTIA Emerging Technologies (E-Tech) Awards. To vote for CellTrust, please go by the award display at CTIA Wireless 2008 April 1-3 in Las Vegas, and vote by texting code 491 to 868464.

### **ABOUT CELLTRUST CORPORATION**

CellTrust ([www.celltrust.com](http://www.celltrust.com)) is a leading provider of mobile software for the secure and trusted exchange of information on mobile devices. CellTrust's patent pending Secure Mobile Information Management Gateway and suite of mobile applications provide advanced mobile messaging and marketing solutions to customers and resellers in the financial services, advertising, marketing, education, travel and hospitality, technology, and government sectors, among other global industries. For more information, visit [www.celltrust.com](http://www.celltrust.com).

### **ABOUT GOCELLY**

GoCelly is the revolutionary new service that allows customers to order & prepay for food by sending a simple text message through their cell phone or online. Customers pick up their orders and don't have to wait in line to pay! For more information, visit <http://www.gocelly.com>

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