



**FOR IMMEDIATE RELEASE**

**MarketTools Selects CellTrust Global SecureSMS Gateway for Pioneering  
Mobile Market Research Platform**

*CellTrust and MarketTools Co-presenting Case Study at First Mobile Pavilion  
at Ad Tech San Francisco 2008*

**Scottsdale, AZ – April 15, 2008** – CellTrust™ Corporation ([www.celltrust.com](http://www.celltrust.com)), the leading secure mobile information management and delivery provider, and MarketTools, the award-winning on-demand market research provider ([www.markettools.com](http://www.markettools.com)), will be in full force at Ad Tech San Francisco, taking place April 15-17 at the Moscone Center. The companies will be co-presenting a case study in the first Mobile Pavilion, which will take place throughout the event, about successful ways for brands and companies to leverage the mobile channel for marketing purposes. As mobile marketing gains momentum on a global scale, one challenge remains the same in every region: how to develop an effective marketing strategy and measure both effectiveness and return on investment (ROI).

CellTrust, an award-winning contender in the mobile security space with its Global SecureSMS Gateway™, provides financial, marketing, governmental and other sectors the confidence that messages are safe from over-the-air pirating and that they reach the intended user. CellTrust's SecureSMS informs senders when a recipient receives the text message and then again when the message is opened. Combined with CellTrust's SMS Gateway Suite of reporting and analytic features, CellTrust's SecureSMS gives E-marketers a definitive baseline for calculating campaign ROI. Security, delivery assurance and measuring ROI are some of the issues E-marketers at Ad Tech will be examining this week in San Francisco.

MarketTools pioneered mobile market research with its MarketTools Mobile™ and Zoomerang Anywhere™ research tools. MarketTools leverages the growing ubiquity of mobile phones and the expanding capabilities of the wireless web to deliver surveys directly to consumers worldwide on their mobile phones or via SMS at the point of sale to allow the capture of real-time market feedback. With the ease of integration of the CellTrust Global Gateway API and the state of market readiness of the CellTrust SMS Gateway Suite, MarketTools was able to bring Zoomerang Anywhere quickly to market.

“Partnering with CellTrust has helped MarketTools revolutionize the consumer research market with Zoomerang Anywhere,” said Kirk Hendrickson, director of product management for Zoomerang and Mobile Products at MarketTools. “As a result, we are able to deliver surveys to consumers ‘in the moment,’ harnessing the excitement and responsiveness of mobile users in real time. With the addition of CellTrust to our mobile

solutions, MarketTools is able to effectively and securely capture consumer opinion directly through their mobile phones at the exact time they are experiencing the product, event or promotion, helping to ensure the most accurate consumer feedback.”

“CellTrust has developed its SecureSMS Gateway to help companies like MarketTools and others have confidence that mobile marketing programs can be successful and secure. CellTrust Secure SMS takes the guess work out of measuring the success of mobile marketing and calculating ROI. You know exactly when they receive the message and exactly what time they opened it,” said CellTrust CEO, Sean Moshir.

### **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™ featuring Secure SMS and a 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 MarketTools**

MarketTools is the defining provider of on-demand market research, giving companies and individuals the ability to continuously understand their target customers through innovative approaches based on advanced technology, research expertise, global market reach and an online panel community of more than 2.5 million individuals worldwide. Through Zoomerang™, the pioneer in online surveys, MarketTools provides the leading self-service platform and services for fast feedback. MarketTools' full range of research applications and services provide organizations—from small businesses and non-profits to Fortune 500 companies—with unique access to their target markets to uncover unmet needs, reduce time to market and capture market share. MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information, please visit: [www.markettools.com](http://www.markettools.com).

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