



Comodo Retains Peppercom as First Agency of Record to Drive Identity and Trust Assurance Management Services

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Peppercom and Comodo will launch an aggressive communications campaign to raise awareness of Identity and Trust Assurance as the cornerstone for creating trust online

PR9.NET December 07, 2005 - NEW YORK - Comodo Inc, a global leader in Identity and Trust Assurance Management solutions, today announced it has chosen Peppercom as its first public relations agency of record. Together, Peppercom and Comodo will launch an aggressive communications campaign to raise awareness of Identity and Trust Assurance as the cornerstone for creating trust in online transactions and to establish Comodo as the leading provider of this critical suite of solutions needed for ensuring trust in online transactions.

To better protect merchants and consumers from identity theft and online fraud, Comodo offers Identity Trust and Assurance software and management services that help to create a more secure ecommerce environment. As one of the largest Certification Authorities in the world, Comodo provides the most thorough suite merchant trust credentials – from authenticated padlocks on ecommerce sites to vulnerability scanning – all of which serve to assure consumers that the site provides the highest standards in secure online transactions. Furthermore, Comodo offers consumers the only free directory of trusted online merchants -- setting the standard for consumers and business' to have true e-identity and true e-business authenticity.

Our focus on Identity Trust and Assurance is based on the continual erosion of the Web trust model resultant from the growing threats of ID theft, user impersonation, Phishing emails, and various other cyber criminal activities" said Judy Shapiro, vice president of Marketing, Comodo. "Due to its deep expertise in creating awareness for companies in new and developing technology spaces, we chose Peppercom to lead our initiative in reaching consumers and the general business community in smart and creative ways.

Peppercom has been retained to provide strategic guidance and drive positioning initiatives for Comodo to demonstrate their leadership in Identity and Trust Assurance services. In order to raise broad awareness among key constituents, Peppercom will develop collateral, Web content and press materials that communicate Comodo's positioning and next generation solutions.

Comodo presents the kind of business challenges that Peppercom thrives on and we are excited to partner with them to introduce Identity Trust and Assurance to the technology marketplace," said Maggie O'Neill, director at Peppercom. "Their need to simultaneously reach various audiences and differentiate themselves from the competition complements our ability to deliver strategic, creative solutions."

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About About Peppercom

Peppercom, Inc. is an award-winning, strategic communications firm headquartered in New York, with offices in San Francisco, Chicago and London. Its business approach to strategic communications drives new opportunities for clients. In addition to providing innovative public relations, Peppercom is known for its Sales PositioningSM and proprietary crisis management program Crisis RxSM, as well as its pioneering role in the CyberCrisisNetworkSM. Information about the agency and its unique service offerings may be found at <http://www.peppercom.com>

About Comodo Inc

Comodo, through its group of Internet security companies, is a leading Certification Authority and global provider of Identity and Trust Assurance services on the Internet. Comodo secures and authenticates online transactions and communications for over 1,000,000 business and millions of consumers. With a global presence in the US, UK, Ukraine, and India, Comodo offers businesses and consumers third-generation solutions for intelligent security and authentication technologies that create trust online. Comodo's technological expertise includes PKI digital certification, integrated authentication infrastructure services, regulatory compliance solutions and digital e-commerce services. The Comodo companies develop technologies that address critical authentication and security needs with proven and reliable solutions such as SSL certificates, Mutual Authentication solutions, PCI compliancy services, Desktop Security, Code signing certificates, identity and vulnerability management solutions.

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