



New search trends reveal Comodo strength as the "Most Sought After" brand among leading Certification Authorities (CAs)

Comodo Inc, November 15, 2006

URL: <http://www.pr9.net/business/financial/4744november.html>

Major search engine trends results confirm that consumers and businesses are more engaged with the Comodo brand in online searches largely driven by demand for Comodo's award winning free desktop security/ protection tools.

PR9.NET November 15, 2006 - Jersey City, NJ- Comodo, a global leader in Identity and Trust Assurance Management solutions, today announced that according to an independent major search engine Trends analysis, Comodo has exceeded other leading Certification Authorities in volume of online searches. In this latest 2006 trends report, Comodo continued to exhibit above average growth in customer's brand involvement driven in large part by the "push / pull" branding strategy Comodo initiated in 2005.

"Our strategy to empower consumers with tools to protect their online identity, their PC and their online interactions has gained significant market momentum," said Melih Abdulhayoglu, President and CEO of Comodo. "Today, more businesses and consumers are actively seeking out the Comodo brand in a variety of market segments – from PC protection driven by our award winning free Firewall solution to identity verification solutions such as our site seal called Corner of Trust. This high level of brand recognition translates into increased trust when consumers see the Comodo brand during the course of their online interactions."

Through advanced technology, Comodo has led all other CAs by providing unparalleled consumer protection through a combination of desktop and online protection tools such as:

- * Award winning free firewall solution
- * VerificationEngine that empowers end users to assess whether they are doing business with an identity verified website or a website whose business identity has been NOT verified (and thus exposes users to increased risk).
- * Revolutionary site seal called Corner of Trust with unparalleled identity assurance information through new technology:
 - o "Point to verify" technology lets consumers authenticate businesses by a simple mouse over (versus clicking away to another site) revealing the e-merchant's trust credentials
 - o A unique "fixed position" technology so that consumers always see this critical site seal in the same place on the website they are interacting with
 - o Ability for consumers to authenticate that the site seal has not been faked (via VerificationEngine).

For more information on all Comodo free protection solutions, please visit http://www.comodogroup.com/products/free_products.html.

"While there's consolidation in Internet security, many consumers are frustrated with the lack of tools they can use to promote a safe online shopping environment." said Melih Abdulhayoglu, President and CEO of Comodo. "It comes down to aligning ourselves with the fact that we must give consumers powerful technologies that are accessible so they can create for themselves safe online environments. It is simply not enough anymore to sell to security solutions to businesses and expect consumers to adapt. As a CA, Comodo is uniquely committed to empowering end users to become confident shoppers which we believe will drive higher online commerce for all trustworthy emerchants."

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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.

Phone: 1 888 266 6361
FAX: 1 201 963 9003
Website: <http://www.comodogroup.com>
E-Mail: media-relations@comodo.com
Address: 525, Washington Blvd,
Jersey City
NJ 07310
USA

