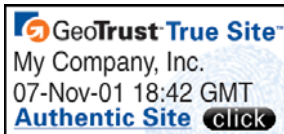




True Site™

Identity Assurance for Web Sites



Internet Trust Spotlight

Where does Internet confidence come from?

85% of consumers surveyed cite a lack of confidence in Internet security as the major obstacle to conducting business on the Internet. For proven Internet trust solutions that work — and the online confidence your customers demand — go to www.geotrust.com now.

Building consumer confidence in the online world. Exactly who are you doing business with online? As e-commerce grows in scope and frequency, it's a question more and more customers are asking — and one that GeoTrust's True Site™ can answer. This leading-edge trust solution is a fast, user-friendly way for your customers to identify and confirm your web site's authenticity — and provide the kind of online consumer confidence that can result in a significant increase in online activity and sales.

Here's how it works: Our patented "Smart Icon" technology resides on your web pages, and automatically identifies your site as authentic and validated by an independent third party. When a customer visits your web page, their browser will automatically perform a domain lookup to confirm that he is clicking on a legitimate site. At that time, GeoTrust performs a rigorous process to identify your site and upon verification, the True Site "Smart Icon" is presented for authenticity.

And unlike other validation products, True Site features an embedded "real-time" date/time stamp that cannot be recreated as a static image. That's the kind of clear, objective — and instantaneous — online validation customers are looking for, and the best possible way to grow your revenue from web-based transactions. True Site is cost-effective, too. Annual enrollment is available at special low introductory prices.

Only GeoTrust True Site offers these important features:

- "Smart Icon" technology that displays company identity and embedded "real time" date/time stamp
- Stops spoofing — "Smart Icon" will not appear if site is not authentic
- 24x7 online business identification
- Trusted third-party validation
- Fast and easy JavaScript installation
- Unlimited annual use for each qualified domain name purchase

GeoTrust, the leading provider of 2nd generation Internet trust services.

Providing secure e-commerce transactions, identity verification and authentication solutions to the global web community, GeoTrust delivers a new level of e-business security — your first step toward leveraging the full business potential of the Internet.

Getting started is fast and easy. Go to www.geotrust.com