



Identity Theft. Solved.

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## SentryBay and Bartercard Lead World in Spyware Battle.

Bartercard PLC ([www.bartercard.com](http://www.bartercard.com)), the world's largest trade exchange and provider of barter, announced today that they have joined forces with SentryBay Corporation to deploy the world's first online login protector across their 16-country barter network.

Customers who deploy the optional software (deployment takes one click from the Bartercard website) prevent any keylogging spyware from monitoring Bartercard member login details. The software operates in the background on the user's PC, protecting the Bartercard login details. All traditional anti-spyware protection relies on identifying malicious elements or signatures of the software, but latest studies have shown that very few desktop software solutions are able to identify and remove even 50% of current spyware threats.

Jason Van, Global IT Manager of Bartercard PLC says "What a lot of people do not realize is that spyware with such keylogging capabilities exist on around half of all PC's. The banks are aware of the threat to internet banking and are starting to act, but Bartercard is leading the way by deploying the first security system which can defend against 100% of keylogging spyware."

Bartercard member logins allow members to review their account information, and access Bartercard's eMarketplace and eAuction sites - which enable the global purchases of goods with bartercard dollars. EntryProtect will be made available free to all Bartercard members internationally.

As Jason says, "Bartercard treats potential security threats to its systems very seriously. As such, utilising EntryProtect "ups-the-ante" in security for our members and protects our investments."

The software, called 'EntryProtect' has been developed by SentryBay Corporation ([www.SentryBay.com](http://www.SentryBay.com)), who are internationally renowned for their innovation in the anti-virus and identity theft industries. The software works by generating a stream of hidden and random fake keystrokes while a user is entering their true password. The keylogging spyware picks up all keystrokes, and is unable to detect between the real and fake keystrokes - EntryProtect thus prevents the real password from being harvested. Other encryption and scrambling methods are also employed to thwart all potential spyware approaches as well as man-in-the-middle and replay attacks. The technology has been patent-protected by SentryBay .

SentryBay began operations in New Zealand in 2001 and now has offices in USA, Canada and the UK. SentryBay have recently released a cd-rom based version of EntryProtect that is the first system in the world to protect against all existing online banking threats - including phishing, pharming, man-in-the-middle and replay attacks, and keylogging. The Bank S.A.S. incorporates two-factor authentication of the user and a secure link to the corporate web server.

Marcus Whittington, VP Marketing of SentryBay says "Corporations that care about their customers such as Bartercard and the banks have been looking for a user-friendly system that provides full security. With EntryProtect and the Bank S.A.S. there is now a solution that fully meets their needs. We welcome this long term arrangement with Bartercard as we believe the Bartercard network will continue being the major force in international barter trade." SentryBay are currently in discussions with Australasian banks regarding the deployment of the Bank S.A.S..

EntryProtect will be available to all Bartercard customers by the end of July 2005.