



Securing Your Digital Life

Entrust Extended Validation SSL Certificates Building Confidence for Online Consumers in 2007 and Beyond

Phishing and man-in-the-middle fraud attacks have grown exponentially in recent years, impacting unsuspecting online consumers and shaking confidence in conducting online commerce. As part of a layered consumer security strategy, Entrust Extended Validation (EV) SSL Certificates are now available that can help reverse this trend. EV SSL certificates can help customers more readily identify that they are on your site and feel more confident that information they exchange with you is protected.

Entrust is now offering this new security technology for Web sites at a highly competitive promotional price — hundreds of dollars less than other EV providers.

A New Standard

Traditional SSL certificate technology still provides encryption and a certain level of protection. However, the validation processes behind standard SSL certificates are not uniform from provider to provider, creating different classes of protection. The unsuspecting computer user cannot reasonably be expected to understand the difference and can easily fall prey to fraudsters.

To combat this trend, leading Web browser developers and online security providers in the Certification Authority/Browser Forum (CA/Browser Forum) worked together to develop and standardize the requirements, guidelines and verification required to obtain an EV SSL certificate.

Making Security More Visible



Entrust EV SSL Certificates are an effective tool for rebuilding consumer confidence in online transactions by enabling strong visual cues that notify a user that a site is secure. The new technology displays prominent and consistent trust indicators in the address bar of EV-enabled Internet browsers*, including:

- Green background for address bar on pages with valid EV Certificates
- New Security Status Bar with the familiar Gold Padlock
 - Alternating display of issuer and organization name and country
 - Rollover box with more company information
 - Clickable for a detailed in-depth security report

Solution Benefits

- Much more affordable compared to other EV providers
- Makes it easy for consumers to tell if a site is legitimate through prominent visual cues
- Enables green address bar EV indicator when used with Microsoft® Internet Explorer 7
- Displays organization and issuer name and country so users can confirm that they are at the site they expected
- Helps deter against phishing and man-in-the-middle attacks since browser indicators can't be faked
- Offers 128-bit or 256-bit SSL encryption
- Recognized by browser versions that are not EV-aware

*Currently Microsoft® Internet Explorer 7

Entrust Extended Validation SSL Certificates

Extended Validation SSL to Fight Phishing and Man-in-the-Middle Attacks

The new, more sophisticated EV SSL certificates will make perpetrating fraud more difficult for online criminals. The extended validation process requires verifiable documentation before an EV certificate can be issued, raising significant barriers to illicit businesses. And if a company does undertake fraudulent activity on a site with an EV certificate, a paper trail exists that can make locating them easier. Man-in-the-middle attacks can be deterred since the organization name is displayed prominently in the browser bar, making it much more apparent that the user is not on the site that he or she expected.

Some of Your Customers Using Older Browsers?

Entrust EV SSL Certificates will still be recognized by older browser versions that are not EV-aware. Although older browsers will not display the company name — or a green background address bar — the traditional closed padlock will still be present.

Aggressive Pricing

Entrust EV SSL Certificates are simple and cost-effective methods to shield your customers and business from online fraud attacks. Some companies are charging up to \$1,500 for this new tier of SSL. Entrust offers flexible, one- and two-year pricing plans, which start at promotional rates of \$499 for customers in the U.S., Canada and U.K.

Upgrade for Less

Current Entrust Managed Service Enhanced Edition customers can take advantage of a special promotional price to upgrade current SSL certificates to EV SSL certificates for as low as \$99 each. To take advantage of this special upgrade offer, please call us at 888-690-2424.

Using Internet Explorer 7?

See EV SSL in action at www.entrust.net/tryev/

Entrust Extended Validation SSL Certificates serve as the first line of defense in a strong, layered security approach aimed at protecting today's consumer online. Addressing the security challenges of today and tomorrow requires a layered approach that protects identities and information at multiple points to defend against ever-changing fraud threats in the online channel.

Entrust Extended Validation SSL Server Certificates are available for purchase today through Entrust's Certificate Services Web site. To buy or learn more, visit www.entrust.net.

Technical Features:

- Activation of the green address bar and other visual security cues when viewed with Microsoft® Internet Explorer 7
- 128-bit or 256-bit SSL encryption
- Ability to secure two virtual Web servers using the same SSL certificate via the Subject Alternative Name (SubjectAltName) extension
- Trusted by more than 99 percent of all browsers
- Unlimited re-issue guarantee within certificate lifetime — reduces unexpected costs due to minor errors while deploying SSL certificates
- Order tracking enables you to track the status of your EV SSL certificate requests
- One- or two-year validity periods available

About Entrust

Entrust, Inc. [NASDAQ: ENTU] is a world leader in securing digital identities and information. Over 1,500 enterprises and government agencies in more than 60 countries use Entrust solutions to help secure the digital lives of their citizens, customers, employees and partners. Our proven software and services can help customers in achieving regulatory and corporate compliance, while helping to turn security challenges such as identity theft and e-mail security into business opportunities. For more information on how Entrust can help secure your digital life, please visit: www.entrust.com.

Entrust® Securing Digital Identities & Information

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