Giving Power to the People: JustAskGemalto.com Delivers Useful Digital Security Information via New Website

Over 800,000 visitors in two months

Meudon, France and Austin, Texas – April 9, 2009 – Launched on January 20, 2009, JustAskGemalto.com is a site dedicated to providing the latest news and tips to keep your personal information safe while enjoying the technology you use everyday. In just two months, JustAskGemalto.com has become a trusted source of information and answers questions like, “What can I do if my mobile phone is stolen?” and “Are passwords safe?”

Over 800,000 people have visited the site. This demonstrates the high level of interest from people who are looking for straight forward answers on digital security topics ranging from banking and shopping online to safe surfing to identity theft.
“We want to help consumers learn more about what they can do with technology and how they can protect their personal information. That’s why we created JustAskGemalto.com. It covers shopping and banking online, communicating, traveling and much more,” said Paul Beverly, executive vice president of Marketing, Gemalto.

JustAskGemalto.com features questions and answers by category (Traveling, Communicating, Surfing, Personal Data, Buying and Working), a monthly focus topic, digital security news and articles by industry leading bloggers and experts, as well as 3D animations showing how devices such as Wi-Fi routers work.

The most frequently viewed questions are related to the loss of one’s mobile phone: “Lost my phone! What about my contacts?” and “What can I do if my mobile phone is stolen?” Another favorite centers around the security of social networking sites, blogs and the growing use of e-commerce. Visitors have shown particular interest in questions related to passwords and when to safeguard access to personal or financial information stored online: “Are passwords safe?” and “No one knows my passwords. Why are passwords an identity theft risk?”

Finally, the large number of relevant questions submitted - over 500 to date - demonstrates the general interest in this Website and the desire to learn more. The majority of these questions concern personal data security, in particular saving a list of contacts or data from one device to another (telephone and PC for example).

About Gemalto

Gemalto (Euronext NL 0000400653 GTO) is the world leader in digital security with 2008 annual revenues of €1.68 billion, and 10,000 employees operating out of 75 offices, research and service centers in 40 countries. Gemalto is at the heart of our evolving digital society. The freedom to communicate, travel, shop, bank, entertain, and work—anytime, anywhere—has become an integral part of what people want and expect, in ways that are convenient, enjoyable and secure.

Gemalto delivers on the growing demands of billions of people worldwide for mobile connectivity, identity and data protection, credit card safety, health and transportation services, e-government and national security. We do this by supplying to governments, wireless operators, banks and enterprises a wide range of secure personal devices, such as subscriber identification modules (SIM) in mobile phones, smart banking cards, smart card access badges, electronic passports, and USB tokens for online identity protection. To complete the solution we also provide software, systems and services to help our customers achieve their goals.

As the use of Gemalto’s software and secure devices increases with the number of people interacting in the digital and wireless world, the company is poised to thrive over the coming years.

For more information please visit www.gemalto.com.

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