



## **CallingID Link Advisor Protects Against Spear Phishing, Zero-Day Attacks and Other Identity Theft Threats**

NEW HAVEN, CT, September 1st 2010 - CallingID, the leading provider of safe browsing solutions, announced proven success in preventing spear phishing and zero-day attacks while using its CallingID Link Advisor, the leading safe browsing solution.

Spear phishing is a targeted phishing attack. Spear phishers send e-mail that appears genuine to the recipient. The message might look like it came from your employer, or from a colleague who might send an e-mail message to everyone in the company, such as the head of human resources or the person who manages the computer systems, and could include requests to follow a link to a phishing site. CallingID have managed to thwart advanced spear phishing attempts with Link Advisor. With this software installed, when users receive links in email, browsers or IM clients they can see ahead of time, what address they're being led to, who owns the site and if it is safe. This ingenious strategy foils phishers without complicating or inhibiting the user's Internet experience.

CallingID's Link Advisor combines five security layers that protect users from all aspects of Internet fraud and provide positive identification of sites suitable to do business with. When users place their mouse over a hyperlink, received in an email message, web page, instant message or even a Word document, a risk assessment as well as the full details of the site owner are shown, before the site is actually visited. While all other solutions are limited to one or two protection layers, CallingID provides a comprehensive, non-intrusive and user friendly solution.

CallingID incorporates a rich database of over 10,000,000 sites and is known as the most reliable source of information about websites and their owners. The acclaimed desktop application, which lets users see who they are dealing with when they visit websites, also assists them when hesitating whether to follow links received by email, instant messenger, web page or Word document before actually accessing it.

"With the new threats of spear phishing, zero-day attacks and other identity theft scams, our unique approach of positive identification and verification of sites is the only solution users can confidently rely on" said Yoram Nissenboim, CallingID CEO. "We've received many compliments and grateful letters from users who came very near to Internet fraud and were alerted by CallingID."

CallingID's software can be downloaded from [www.callingid.com/download.aspx](http://www.callingid.com/download.aspx). Installation is fast and simple.

For more information contact CallingID at <http://www.callingid.com/About/Contact.aspx>.

CallingID supports the latest versions of a wide range of applications including Word, Internet Explorer, Firefox, Avant browser, AOL browser, Outlook, Outlook Express, Windows Mail, Thunderbird, Eudora, Incredimail, ICQ, Google Talk and Yahoo messenger.

### **About CallingID**

CallingID is a technology leader for protecting institutions and individuals when using the internet for ecommerce, online banking and accessing secure sites or any site to which a user wishes to submit private or personal data. CallingID provides solutions that encourage usage of the Internet for business, helping customers avoid Internet fraud (Phishing, Pharming, Spyware and Trojans) focusing on online banking, e-commerce and corporate sites as well as individual Internet users. CallingID's offices are located in New Haven, Connecticut and the R&D team is based in Haifa, Israel.