

FOR IMMEDIATE RELEASE

Trustev takes top prize

Cork Technology Startup Trustev wins first place prize at prestigious technology awards in San Francisco.

San Francisco – 15 May 13: Trustev, the Irish startup on a mission to end online fraud, was today announced as **overall winner** at the Global Technology Leaders Summit, which took place at Microsoft's Silicon Valley campus.

Trustev have previously been nominated as one of the **Top 4 new startups in Europe** at the London Web Summit and more recently as one of the **Top 30 emerging startups in the world** at Techcrunch Disrupt New York. Trustev provides real time online identity verification using its proprietary social fingerprinting technology, to help combat online ecommerce fraud. With just a few lines of code, Trustev adds a new social verification layer at the beginning of the checkout process that pre qualifies potential customers through analyzing social data from a wide number of sources; including Facebook. It then combines this with behavioral data and a proprietary analytical engine to confirm to a merchant that their customer is who they claim to be.

Speaking at the event, Trustev's co-founder and Chief Technology Officer, Chris Kennedy commented on the win – *"We're delighted to accept this award. As we develop our technology and product offering at Trustev, it's fantastic to be able to put it in front of industry names of this caliber and get such a positive response. It's also been a great opportunity to talk to some of the world's biggest companies and see that online fraud really affects business at every level, despite the current solutions available."*

The event hosted by the **Irish Technology Leaders Group (ITLG)** is a two-day executive gathering that highlights the significant economic, political and commercial trends affecting global technology industries. The goal of the Silicon Valley Global Forum & Technology Leaders Awards 2013 is to identify the most promising entrepreneurial opportunities and investments in the global tech industry. It features the most innovative companies, eminent technologists, influential investors and journalists including companies like Intel, Disney, Microsoft, Google, IBM, HP and AOL.

Trustev is based in Cork, Ireland where it employs ten full time staff and currently recruiting six more.

Contact

DC Cahalane Chief Marketing Officer
00353 85 1536394 press@trustev.com

About Trustev

www.trustev.com

Headquartered in Cork, Ireland, Trustev is mirroring the way merchants make real life selling decisions, online for the very first time. Through Trustev's unique social fingerprinting technology, online retailers can be certain that they are dealing and transacting with real human beings. Trustev's platform provides a multi-layered approach to fraud detection to maximize revenue and minimize loss while reducing the cost of policing fraud. According to a recent Gartner survey over 50% of new retail customer identities will be based on social network logins by 2015.

About ITLG

www.itlg.org

Established in October 2007 and headquartered in Silicon Valley, the Irish Technology Leaders Group (ITLG) is a non-profit organization comprised of high-level global technology leaders who are Irish or Irish-American. The group includes senior executives from some of the worlds leading corporations, each of whom are committed to promoting the technology connection between Ireland and Silicon Valley, and helping Ireland address the challenges of embracing new technology opportunities.

