

Cybersecurity and Fraud Detection Luminary Ori Eisen Unveils Stealth Security Startup Trusona

Cybersecurity Veteran Brings World Closer to a Secure Internet with Trusona; Legendary Fraud Specialist Frank Abagnale Joins Team as Advisor

Scottsdale, Ariz. — January 19, 2016 — In a new chapter of his ongoing mission to secure the Internet, Ori Eisen announced today that he has founded Trusona, the category-defining identity and authentication platform for the world's most critical and sensitive web transactions. With a proven track record that includes founding online fraud prevention and detection solution 41st Parameter and serving as worldwide fraud director of American Express, Eisen is dedicated to shedding more light on the dark corners of the Web as founder and CEO of Trusona. The company's launch will take place at this year's [RSA Security Conference](#) in February.

Amid scores of breaches — and troves of stolen credentials now available to cybercriminals — security solution providers are struggling to protect individuals' most sensitive asset, their identity. Consequently, incidents ranging from the compromise of prominent figures' public profiles to attacks on high-dollar, identity-based transactions continue to run rampant. No solution in the market is addressing the problem head-on, until now. Trusona provides the only unbreakable online identity and authentication solution in the market, guaranteeing with 100 percent certainty who is on the other end.

"Over the past few years, society has undergone a cultural shift, with cybersecurity entering the mainstream and dominating the headlines. Unfortunately, it's usually under negative circumstances in which persons or businesses have already been compromised," said Ori Eisen, founder and CEO of Trusona. "My goal with Trusona is to deliver a solution that ends this wave of vulnerability by bringing a simple and easily applied cybersecurity platform to the world."

Additionally, Frank Abagnale, one of the world's most respected authorities on forgery, embezzlement and secure documents and the subject of the book, film and Broadway play "Catch Me If You Can," is joining Eisen's new venture as a strategic advisor and consultant for Trusona customers. Abagnale previously worked with Mr. Eisen on the development of 41st Parameter.

"Anybody who knows anything about me knows that I'm pretty good at forging and copying identities. The insecurity of the Web has made it easy for far less-skilled actors to assume a false identity," said Abagnale. "That's what makes Trusona's technology all the more remarkable. I'm thrilled to be working with Ori again and to be involved in a solution that delivers on the promise of an iron-clad Internet identity."

For more than 40 years Abagnale has worked, advised and consulted with hundreds of financial institutions, corporations and government agencies around the world. He lectures extensively

at the FBI Academy and for the FBI field offices. He is a faculty member at the National Advocacy Center, which is operated by the Department of Justice's Executive Office for United States Attorneys. Additionally, more than 14,000 financial institutions, corporations and law enforcement agencies use his fraud prevention programs.

Before founding his previous venture 41st Parameter, Eisen served as the worldwide fraud director for American Express, focusing on Internet, mail/phone order and counterfeit fraud. Prior to American Express, Eisen was the director of fraud prevention for VeriSign/Network Solutions. Through technologies he developed, Eisen reduced fraud losses by more than 85 percent in just three months. He also holds 31 patents for Web security and fraud detection and prevention methods.

Additionally, Eisen is a founder of [Security Canyon](#), Arizona's cybersecurity coalition, and works closely with [Thorn](#), a nonprofit organization that builds partnerships across private industry, government, NGOs and the general public, using advanced technology to help identify victims of child trafficking and exploitation, combat predatory behavior and protect vulnerable children.

About Trusona

Based in Scottsdale, AZ, Trusona is category-defining authentication solution designed to guarantee users for the most sensitive online transactions. Founded in 2015 by cyber security expert Ori Eisen, the stealth mode startup will formally launch in late February 2016. Trusona – when you truly need to know. For more information about Trusona, visit www.trusona.com.

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