

Gemalto's New Consumer Web Site Debuts

Austin, TX - Jan 20, 2009 - Current research shows 73 percent of U.S. consumers don't know where to go to find information on using digital devices and services*. A new Web site launched today taps into that void to help consumers fully enjoy their digital lifestyle and protect their personal information as they buy, surf, communicate and travel.

The site www.JustAskGemalto.com is a place where people can go for expert advice on topics such as Internet security, online payment, password management, credit card fraud, cell phone usage, identity theft and more. Until now, no one site has gathered all these different topics in one place. As the use of our digital information spreads, we as individuals have a role in safeguarding it more than ever.

On www.JustAskGemalto.com consumers can read about how to better enjoy the conveniences of the digital world and take actions to safeguard their identity and personal and financial information. The Web site's Q&A formatted content is organized along six themes: Buying, Surfing, Traveling, Communicating, Working and Personal Data. Written in plain speak, it introduces terms people need to know, explains the benefits as well as risks and offers advice on how to protect oneself. The site answers questions such as:

- What's the safest way to pay online? <http://www.justaskgemalto.com/en/buying/tips/what-safest-way-pay-online>
- What is a hotspot and is it safe to use my laptop at the airport?
- How does music and video file sharing work?
- I hear about 3G networks in iPhone ads, what is that?
- If I have a secure connection to a Web site, does that mean I can trust the site?
- Do U.S. electronic passports use RFID? <http://www.justaskgemalto.com/en/tips/do-us-epassports-use-rfid-technology>
- Can my neighbor steal data from my Wi-Fi network?
- How do I get an emergency replacement passport if I am traveling?
- I want to get a phone that works outside the U.S., what should I look for?
- Five things you should do when traveling abroad

The Web site also presents informative articles and short videos. www.JustAskGemalto.com is part of a broader business and consumer education initiative undertaken by \$2 billion digital security leader Gemalto, to help guide informed choices and practices. In November 2008 the publicly-traded firm launched its first print and online B2B and consumer advertising campaign in *The Wall Street Journal*, *PC Magazine*, *Yahoo!*, *Wired*, *Time*, *BusinessWeek* and *CNN Money*, among others. Gemalto's name may not be known by most consumers but their technology is in the hands of billions of users in their cell phones, bankcards, passports as well as USB tokens and smart cards used at work.

**Based on Gemalto "Digital Trust Barometer" telephone survey of 1,000 18-year-old and above adults conducted by TNS Sofres in November 2007 to gather Web users' perceptions, practices and needs regarding digital security and their digital lifestyle.*

About www.JustAskGemalto.com

Digital networks are multiplying around us, introducing new ways for us to identify ourselves and make transactions as we shop, communicate, share information and travel. The spread of digital information can sometimes bring about a new set of threats to our identity, personal data and financial transactions. www.JustAskGemalto.com answers consumer questions about how to better enjoy the conveniences of the digital world and how to secure one's digital identity and information while surfing, buying, traveling and communicating. Behind the Web site is Gemalto, the digital security leader with solutions in the fields of electronic identity, online banking, password protection and mobile phone services.

About Gemalto

Gemalto (Euronext NL 0000400653 GTO) is the leader in [digital security](#) with pro forma 2007 annual revenues of over €1.6 billion, more than 85 offices in 40 countries and about 10,000 employees including 1,300 R&D engineers.

In a world where the digital revolution is increasingly transforming our lives, Gemalto's solutions are designed to make personal digital interactions more convenient, secure and enjoyable.

Gemalto provides end-to-end digital security solutions, from the development of software applications through design and production of secure personal devices such as smart cards, SIMs, e-passports, and tokens to the deployment of managed services for its customers.

More than a billion people worldwide use the company's products and services for telecommunications, financial services, e-government, identity management, multimedia content, digital rights management, IT security, mass transit and many other applications.

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.