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Purewire Brings Transparency and Trust to Social Networking

Facebook Connect Integration Allows Members to Improve their Security Posture and Create a Portable Online Reputation

ATLANTA (May 4, 2009)—[Purewire, Inc.](#), a SaaS-based secure Web gateway vendor that protects business and social interactions on the Web, today announced the integration of [PurewireTrust.org](#) with [Facebook Connect](#), introducing a new way for social networking users to verify online identities and improve their overall security posture. This integration marks the first time Facebook users can verify their own reputation and build a portable online reputation to bring with them to Facebook and other social networking sites.

[PurewireTrust.org](#) provides social networking users with the ability to take credit for their existing relationships and online identities. Through Facebook Connect, [PurewireTrust.org](#) users' activity on [Facebook](#), including profile information, relationships, group membership, etc., can validate the users' identity to improve their Purewire Trust™ security reputation. Further planned integration with Facebook will allow users to instantly evaluate friend requests and other interactions based on the Purewire Trust profile of the other party.

"Social media provides an unprecedented opportunity for users to become more intertwined with the Web and with each other," said Dr. Paul Judge, co-founder and chief technology officer of Purewire. "The future of online commerce and communication is dependent on establishing and maintaining user-to-user trust online. Purewire Trust's latest integration with Facebook is another step towards bringing trust and transparency to the social networking community."

Other features enabled by the Facebook Connect integration include:

- Extending an identity with single sign-on. By signing into Facebook, a user's activity on Facebook is evaluated by [PurewireTrust.org](#).
- Establishing trust for friends. With [PurewireTrust.org](#), users can post reviews and feedback for their Facebook friends, which helps to verify reputations.
- Increased visibility of [PurewireTrust.org](#) activity. As a user interacts with [PurewireTrust.org](#), those interactions are displayed in the user's Facebook news feed.

PurewireTrust.org launched in beta last month at [DEMO 2009](#), where the company received a [DEMOgod](#) award for its innovation. [Purewire Trust](#) builds reputations that protect individuals in user-to-user relationships for communication (such as social networks like [Facebook](#) and [LinkedIn](#)), collaboration (such as virtual worlds like [Second Life](#) and applications such as [Twitter](#)) and commerce (such as classified sites, [Craigslist](#) and [eBay](#)).

PurewireTrust.org now features more interactive components, including tools to alert users of interesting people, places and things - all classified by security reputation status.

PurewireTrust.org users can build out their own profiles to improve their security reputation status by listing affiliation in 13 additional social networking communities including Twitter and LinkedIn.

[Purewire](#) is offering access to PurewireTrust.org free of charge as a contribution to the technology community in support of the company's mission to improve the online experience for both consumers and enterprises. As PurewireTrust.org becomes more widely used, Purewire can incorporate security reputation of people, places and things into its [Purewire Web Security Service](#), to better identify and block Web security threats.

About Purewire, Inc.

Headquartered in Atlanta, Purewire secures business and social interactions on the Web. Founded by veteran security industry entrepreneurs, the company offers Web security-as-a-service to increase ROI and lower the total cost of security for businesses. Purewire is the only vendor that addresses the complete Web security threat landscape, providing unique algorithms and scalable services to protect users from malicious people, places and things on the Web™. For additional information, please visit www.purewire.com.

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