

## Transurety's September 2<sup>nd</sup> Press Release

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### Business Wire - Press Release

## Groundbreaking New Patents Issued for Insuring Internet Transmissions

09.05.08, 5:32 PM ET

<http://www.forbes.com/businesswire/feeds/businesswire/2008/09/05/businesswire20080902006159r2.html>

Transurety, LLC, has been assigned four major patents from the U.S. Patent and Trademark Office (PTO). These innovative patents provide unique protection for users by insuring, bonding, and underwriting Internet transmissions. Transurety is using the trademarked name, Insuriti™ for the patented processes. This is the first group of patents that address the insuring of risks associated with sending confidential information over the Internet.

“Use of the Internet for transmitting confidential information has grown at an unprecedented scale, and so have the threats and risks. The time has come for the capabilities provided by the Insuriti™ patents,” said Richard Alman, former Assistant Commissioner of Revenue for the State of Minnesota and Group Vice President of McGraw Hill. “As one of the senior executives responsible for the creation of a newer electronic filing and paying technology of tax returns in Minnesota, I know and understand the value the patents could provide in making sure that the personal and confidential information of our citizens is protected.”

Transurety is not an insurance intermediary or carrier, but is presently working with carefully selected insurance and technology companies to help them develop products. Transurety has also been building relationships with world-renowned industry leaders and educational institutions to determine the best ways to apply the patents to real world situations. Among these programs is additional insurance coverage specifically for data-in-transit to supplement existing coverage for data at rest behind firewalls. Also, coverage for individual “digital courier” transmissions will significantly reduce the time and costs of doing business.

The Insuriti™ patents are unique in that they allow for the insuring of individual Internet transmissions. The Insuriti™ processes will measure and compare the quality of competing technologies. This will help determine which technologies can be considered to be most effective. Users will be able to make more informed choices and protect themselves from Internet hacking. As a result, Transurety could affect standards for the industry and help people reduce their concerns about using the Internet.

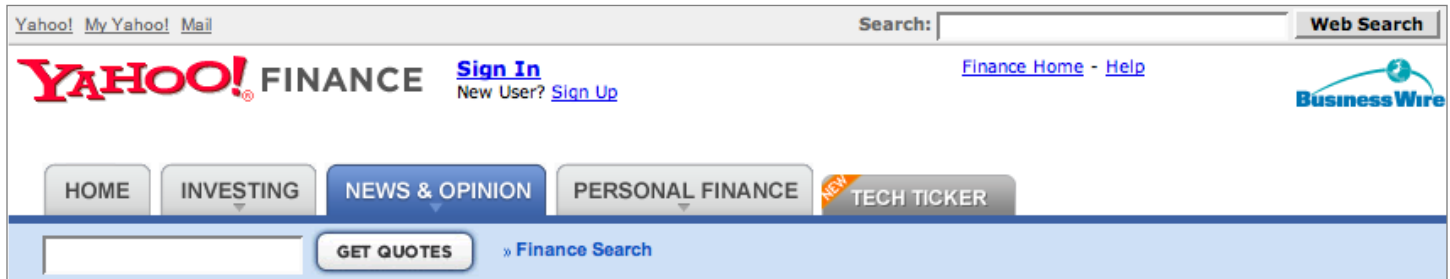
### About Transurety, LLC, and the Insuriti™ Patents

Transurety, LLC, is a Minnesota-based company that invests in the development of Internet technologies. More information about Transurety and the Insuriti™ patents is available at: [www.transurety.com](http://www.transurety.com)

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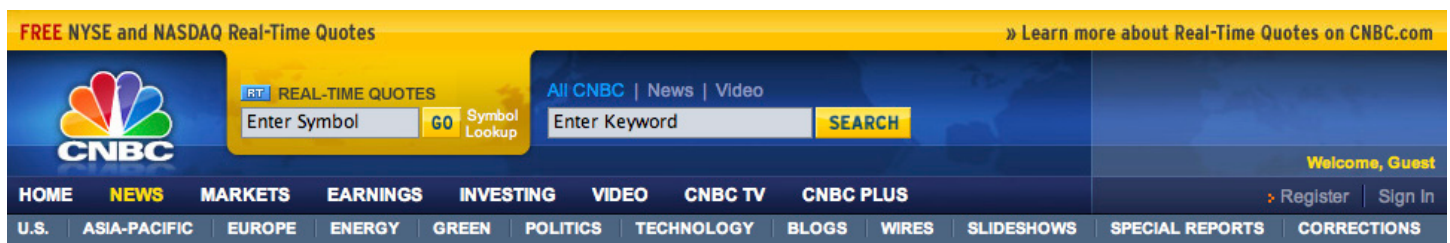
**Transurety's September 2, 2008 Press Release received national and international attention. Selected sites include the following:**

**YAHOO! FINANCE**



<http://biz.yahoo.com/bw/080902/20080902006159.html?v=1>

**CNBC.com**



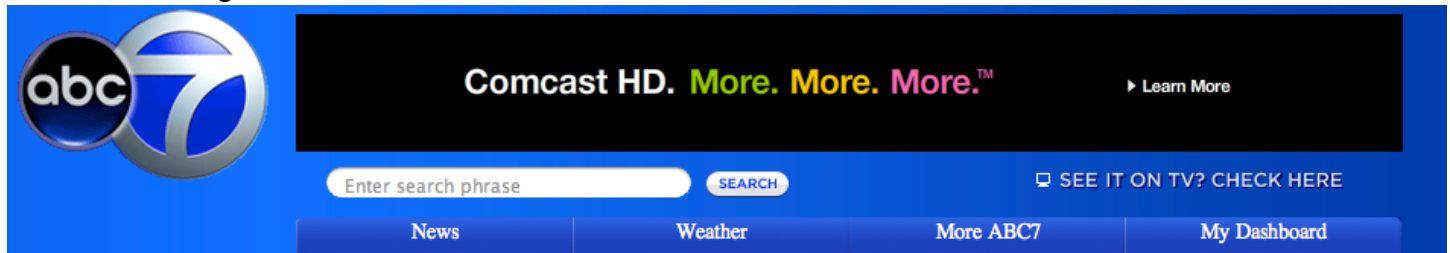
<http://www.cnbc.com/id/26565497/>

**MarketWatch**



<http://www.marketwatch.com/news/story/groundbreaking-new-patents-issued-insuring/story.aspx?guid=%7B1A630B0B-1FF5-4707-9930-E0807E7BDEA6%7D>

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