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For Immediate Release

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Iconix Named to OTA 2012 Online Trust Honor Roll

Recognized for Best Practices in Security and Privacy to Protect Consumers and Increase Online Trust

San Jose, California — June 8, 2012 — ICONIX, Inc., the industry leader in visual email solutions, announced today that it has been named to the Online Trust Alliance (OTA) 2012 Honor Roll, based on a composite trust score of security and privacy measures at hundreds of online sites. Designed to recognize leadership, the Honor Roll distinguishes Iconix as a "North Star" to inspire others. Of the companies evaluated by the non-profit, member-based OTA, less than 30% made the grade.

As part of the 2012 study, released June 6, 2012, OTA analyzed the adoption of key security and privacy initiatives, providing benchmark reporting and comparisons between key industry sectors including leading internet retailers, FDIC Top 100 Banks, and social networking sites. Other companies recognized by OTA include financial institutions such as Bank of America, PayPal and Wells Fargo, social networks such as Twitter and Zynga, online retailers such as Amazon.com, Apple, Buy.com, Costco and Walmart, and technology providers such as Microsoft and Symantec.

"Today's businesses are stewards of ever-increasing amounts of users' personal and sensitive data that necessitate the implementation of privacy and security best practices," said Craig Spiezle, executive director and president, Online Trust Alliance. "Being a member of the 2012 OTA Online Trust Honor Roll means ICONIX has demonstrated exceptional leadership and commitment towards online safety, to enhancing the vitality of the internet, and, most importantly, to consumer trust."

"From the inception of ICONIX our focus has been to increase trust in online interaction, especially in email," said Jeff Wilbur, vice-president of marketing at ICONIX. "We are proud to be recognized by OTA for the 2012 Online Trust Honor Roll, and we are committed to ongoing efforts to implement and promote technologies that will continue to improve users' safety online."

The 2012 report examined over 1,200 domains and privacy policies, approximately 3,600 web pages and over 500 million emails. In addition, public records were analyzed for recent data breach incidents and settlements with the FTC.

The focus of the OTA Online Trust Honor Roll is to:

1. Recognize exemplary efforts of leading companies toward data and user protection, as security & privacy efforts, and highlight them as "North Stars." Organizations on the Honor Roll manage data via security best practices while having transparent privacy practices.

2. Demonstrate OTA's commitment towards providing prescriptive advice, tools and resources to businesses to enhance the security and privacy of the internet.

3. Underscore the importance of focusing on security and privacy holistically, and that individual security and privacy initiatives cannot be pursued in isolation.

4. Provide benchmark scoring, using the Online Trust Index (OTI) and reported data attributes, for companies to evaluate their own sites, for businesses to use in evaluating partners, and for consumers to consider when interacting or doing business online.

Since 2010, the OTA Online Trust Honor Roll has recognized organizations that follow best practices in data security and privacy. In previous years, the study was named the OTA Online Safety Honor Roll and Scorecard Honor Roll. Recipients have risen from 8 percent of sites analyzed in 2010, to 25 percent in 2011, to nearly 30 percent in 2012.

ICONIX provides the Iconix® Truemark® service, which helps protect consumer users from phishing attacks, and *Iconix* SP Guard™, which protects enterprises from spear-phishing attacks. The *Iconix* services highlight legitimate email messages with an icon in the inbox and open messages, giving users an intuitive "visual ID" for key email messages, thus allowing them to easily distinguish real from fake. The result is increased trust and confidence in email and increased safety for users and businesses.

The *Iconix Truemark* service supports most major email programs and is available free of charge to consumers. Additional information and plug-in software is available at www.iconix.com. Additional information about *Iconix SP Guard* is available at http://www.iconix.com/business/spearphishing.php.

About The Online Trust Alliance (OTA)

The Online Trust Alliance (OTA) is a member-based non-profit representing the global internet ecosystem -- including the public and private sectors. OTA's mission is to develop and advocate best practices and public policy which mitigate emerging privacy and security threats while enhancing online trust, innovation and the vitality of the digital economy. OTA is committed to protection of critical infrastructure, balanced legislation and data protection through the promotion of best practices, benchmark reporting, and self-regulation. For more information, visit: https://otalliance.org

About ICONIX, Inc.

ICONIX, Inc. is the leading provider of trusted email identification solutions. ICONIX provides the industry's first visual solution for businesses and consumers. The patented Iconix® solution enables email recipients to quickly identify messages from legitimate senders, which proactively combats widespread email-based identity theft techniques, such as phishing. The Iconix® Truemark® service is the only standards-based visual authentication solution that works across various email platforms. For more information, visit http://www.iconix.com.

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