



For Immediate Release

Contact: Jackie MacKay
AssureSign® Press Information
c/o JM Communications Inc.
407-814-0014 business
407-496-1770 cell
jackie@jackiemackay.com

**AssureSign® LLC Spotlitged in Case Study
Featured at ESRA Update on Electronic Signatures**

*AssureSign Biometric Electronic Signature Technology
One of 12 Cases Spotlitged at ESRA's National Press Club Event*

Orlando, Fla., June 5, 2008 – AssureSign® LLC's Biometric Electronic Signature Technology is featured in one of 12 case studies unveiled today during the Electronic Signature and Records Association (ESRA) news conference at the National Press Club to update interested media on the latest trends in business and consumer adoption of electronic signatures.

The featured case chronicles how Serenity Insurance of Spokane, Washington, employed AssureSign Electronic Signature Technology to increase its closing rate for high-risk auto insurance policies from 20 percent to 33 percent, a 65 percent improvement, because agents could close the deal while on the phone. Serenity has reaped the benefits of AssureSign e-signatures, including the elimination of geographic boundaries, which allowed the company to easily

-- more --

220 E. Central Parkway
Suite 3000
Altamonte Springs, FL 32701
T: 407.670.0400
F: 407.774.3388
www.assuresign.com

expand into new regional markets; increased revenue without increased staff due to higher close ratios and process efficiencies; and seamless integration with its existing customer capture-and-fulfillment process.

"Having Serenity's accomplishments selected for inclusion at ESRA's trend update on e-signatures validates the enormous benefits our clients are realizing through the use of our biometric electronic signature technology," said David W. Brinkman, chief executive officer of *AssureSign* LLC, who was on hand for ESRA's news conference. "E-signatures are rapidly becoming the standard in fully empowered electronic commerce, and *AssureSign* is the only biometric e-sign solution on the market today."

AssureSign is a web-hosted service that facilitates the managed processing of documents in an all-digital, high-security environment. The patent-pending electronic signature software provides forensically identifiable evidence of contractual acceptance with digitized electronic signatures that can be matched for authentication in much the same way as a traditional signature.

That's because *AssureSign* creates a digital representation of the act of signing using a unique encryption process that provides its customers with the utmost protection. The sequence, which is seamless and immediate, yields one of the most comprehensive service-based, electronic, hand-written signatures on the market today.

In addition to its unique biometric technology, *AssureSign* LLC employs its recently launched DocumentNOW™ XML Interface Facility to permit *AssureSign* users to easily integrate the technology into their existing business processes. With DocumentNOW, *AssureSign* customers submit information digitally for insertion into a document and process the document for signature. In essence, the service allows them to send data over the Internet to manage the submission and data content of an *AssureSign* document.

And since the entire *AssureSign* Electronic Signature Process is tracked digitally, Brinkman said users have a complete forensic audit trail of the delivery

-- more --

and signing process. Thus, they know exactly when documents are received, when they are signed and who has or has not signed them. This unique feature allows users to expedite the signing process with additional follow-up by phone or email as needed. In this way, *AssureSign* gives clients control over the total signing process.

In addition to simplicity and trackability, *AssureSign* LLC guarantees full compliance with the requirements and standards of both the Electronic Signatures in Global and National Commerce (E-SIGN) Act and the Uniform Electronic Transactions Act (UETA) for all *AssureSign* Electronic Signature products. The E-SIGN Act facilitates the use of electronic records and signatures in interstate and foreign commerce by ensuring the validity and legal effect of contracts entered into electronically, and UETA provides a legal framework for electronic transactions and gives electronic signatures and records the same validity and enforceability as manual signatures and paper-based transactions.

About *AssureSign* LLC

AssureSign LLC was launched in April 2008 to introduce biometric digital signatures with advanced document processing controls. The new Orlando, Fla.-based business enterprise was spun off from its sister company 3PV® after the latter firm saw clear market demand for its *AssureSign* services. 3PV, a technology company that specializes in complete verification solutions for any type of business transaction, began pioneering electronic signature technology in early 2004 and has completed nearly 1 million e-signatures in the last two years.

#