

FOR IMMEDIATE RELEASE

## **Arizona Bay Invests in Online Verification Company, TrustMe.com**

*TrustMe.com addresses overwhelming online fraudulent activity*

(SAN FRANCISCO, CA) March 31, 2010 -- Arizona Bay, a leading venture capital and application development firm, announced today it made a \$120,000 follow-up investment in online verification company, TrustMe. Arizona Bay's total investment of \$240,000 and technology development expertise has enabled TrustMe.com to rapidly develop and deploy its' platform to that provides a simple and effective way to validate the identity of an individual online.

In addition to providing users options for identity verification, the company provides a credible and anonymous platform to interact from. Users are able to communicate with strangers online from this platform without divulging personal information until he or she deems necessary. The company's commitment is to give customers a safe harbor from fraud and scams when interacting online. As the ecommerce industry continues to evolve new and innovative strategies must be introduced to stay ahead of the curve. For users who wish to meet off-line, as is common in today's online classifieds, TrustMe.com allows users to share a photo and voice clip of themselves with others to help them gain trust and reduce the face-to-face interaction risks from meeting offline. The company's focus is on simplicity and user functionality because interacting online safely shouldn't be hard.

"Identifying the true identity of an individual operating online is very difficult, if not impossible, which brings a high level of anxiety and discomfort to ecommerce transactions, especially big ecommerce transactions, said David Graham, managing partner of Arizona Bay. "By identifying the individuals involved in an interaction, inherent risks are significantly reduced and the comfort level of any given transaction is greatly increased."

### **About TrustMe**

TrustMe.com provides a simple and effective way to validate the identity of an individual online. In addition to providing users options for identity verification, the company provides a credible and anonymous platform to interact from. Users are able to communicate with strangers online from this platform without divulging personal information until he or she deems necessary. TrustMe.com consists of three functional parts, Email Broker, Scam Filter and Identity Verification. TrustMe is currently being used for Craigslist interactions. For more information visit [www.TrustMe.com](http://www.TrustMe.com).

### **About Arizona Bay**

Founded in 2000, Arizona Bay funds and builds seed stage technology start-ups for the inventor community. Based in San Francisco, California, the innovation capital firm combines investment capital and technology development expertise to rapidly bring unique business ideas and concepts to market. Arizona Bay offers a one-stop shop for funding, product development, strategic guidance, software design, and rigorous market-testing. The firm has a proven track record of identifying concepts and products and actively building them into market-leading products and companies.

### **Media Contact:**

David Gerzof  
[BIGfish PR](#)  
617.713.3800

###