



SYNERGY EQUITIES GROUP

THE NEW FORCE IN INTERNET SECURITY, SYSTEMS & SERVICES

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UPDATE - SMX PRESENTED TO SECURITY PROFESSIONALS



Within the security industry in Australia there are a number of associations that represent both the industry at large and individual security sectors such as private detectives and business continuity. The two largest and most influential industry-wide associations are ASIS International (see below) and ASIAL (Australian Security Industry Association Ltd) (www.asial.com.au).

As foreshadowed in the ASX announcement of 18 Nov 08, Synergy Equities Group Limited's ("SYNERGY", ASX : SYG) wholly owned subsidiary Data-**inCrypt**[®] last week presented SMX on the Eastern seaboard to a number of professionals from the upper echelons of the security industry. With regard to industry associations, Data-**inCrypt**[®] has first targeted Australian representatives of ASIS International due to its international profile and wide-reaching influence across the top-end of the Corporate and Government sectors, including the Department of Defence. In the New Year Data-**inCrypt**[®] will repeat this exercise with ASIAL, a body that was established in 1969 and today represents approximately 85% of the general security industry in Australia.

SYNERGY is pleased to advise the details of the security professionals / organisations that Data-**inCrypt**[®] presented to as follows:

ASIS International, NSW Chapter www.asisnsw.com.au

Founded in 1955 as the American Society for Industrial Security (ASIS), the organisation officially changed its name in 2002 to ASIS International. ASIS International has more than 35,000 members around the world, covering a wide array of services and specialties within the security industry (www.asisonline.org). ASIS International is dedicated to increasing the effectiveness and productivity of security professionals by developing educational programs and materials that address broad security interests, such as the ASIS Annual Seminar and Exhibits, as well as specific

security topics. ASIS International also advocates the role and value of the security management profession to business, the media, governmental entities, and the public.

Data-inCrypt® held an SMX workshop / discovery session for the Chairman and Deputy Chairman of ASIS International's New South Wales (NSW) Chapter.

Citigroup www.citigroup.com.au

With more than 200 million customer accounts and 12,000 offices in 100 countries, Citigroup continues to be one of the world's largest financial institutions. Citi in Australia reflects the global Citi organisation structure with its three major business divisions - consumer group, markets & banking and wealth management. The respected brands of Citibank and Diners Club come together under the consumer group while Citi Smith Barney, Citi Investment Research and The Citi Private Bank form the wealth management arm. Citi Markets & Banking includes global banking, capital markets and transaction services.

Data-inCrypt® held an SMX workshop / discovery session for Citigroup's Security Manager Australia & New Zealand, who is also a member of ASIS International's NSW Chapter executive team.

Sinclair Knight Merz (SKM) www.skm.com.au

Sinclair Knight Merz (SKM) is a leading engineering, sciences and project delivery firm with offices across Australia, New Zealand, Europe, the Middle East, South America and Asia. SKM works in close partnership with key clients in the public and private sectors, providing independent technical, strategic and commercial advice to deliver a wide range of projects. SKM's global workforce has been growing steadily and it now employs 6,500 people in 47 offices around the world.

Data-inCrypt® held an SMX workshop / discovery session for SKM's Global Security Manager who has over 20 years experience providing high level security advice including risk assessment, high level integration and design and strategic planning for clients in the UK, Asia, Australia and New Zealand.

Security Advisory www.securityadvisory.com.au

Security Advisory is a highly specialised security risk services consultancy providing advice and solutions to businesses, in order to create business resilience and maximise an organisation's ability to endure during difficult times. Security Advisory services the public and private industry sectors and is a leader in both strategic and technological security consultancy. It engages an elite range of people from a variety of backgrounds including intelligence, IT security, military, engineering, police, law and business consulting.

Data-inCrypt® held an SMX workshop / discovery session for Security Advisory's Managing Director, who is also the Chairman of ASIS International's Victorian Chapter. Furthermore, Data-inCrypt® has commenced discussions with Security Advisory regarding its potential provision of risk and security consulting services to the SYNERGY Group.

McCall Security Australia www.mccallsecurity.com.au

As one of Australia's most successful privately owned security companies, McCall Security has sold more than four million security man-hours, employed in excess of 4,000 people and deployed some of the world's most advanced technologies to ensure its clients receive effective, measurable, accountable and timely outcomes.

Data-inCrypt® held an SMX workshop / discovery session for McCall Security Australia's Managing Director, whose qualifications and skills in security operations, coupled with his longstanding involvement in numerous industry associations and committees make him one of the country's foremost experts in security and risk management.

During the week, Data-inCrypt® also held SMX workshops / discovery sessions for two leading Australian security publications, as well as discussions with regard to future marketing campaigns for SMX that will target both Corporate and Government sectors:

Yaffa Publishing Group / Australian Security Magazine www.yaffa.com.au

Yaffa Publishing Group was founded in 1925 with the publication of Newspaper News, the forerunner to AdNews, one of Australia's top-selling advertising, media and marketing magazines. The company has expanded significantly since then but remains an independent, Australian-owned operation. Yaffa now publishes over 35 consumer and business-to-business magazines, including Australian Security Magazine, one of Australia's leading security publications with an emphasis on the Government sector.

Data-inCrypt® met with Australian Security Magazine's Editor / Publisher and National Sales & Features Manager in Brisbane, and plans to commission a Government-targeted SMX advertorial in a forthcoming edition of the publication.

Australian Media Group / Security Solutions Magazine www.securitysolutionsmagazine.com

Security Solutions Magazine is one of Australasia's leading security resources for business, Government and the security industry. Focal areas covered within the publication include access control, case studies, closed-circuit TV, global security trends and issues, industry events, industry trends, intrusion detection, IT security, legal issues and legislation, loss prevention and risk management.

Data-inCrypt® held an SMX workshop / discovery session for Security Solutions Magazine's Editor-in-Chief in Melbourne, and is now preparing an SMX "Product Spotlight" article for inclusion in a future issue of the publication which will showcase SMX to security professionals, primarily in the Corporate sector.

SYNERGY is pleased to report that the general consensus of opinion amongst the security professionals referenced above is one of enthusiasm and support for SMX, providing consistent acclaim for its high-security and advanced functionality whilst maintaining ease of use. It was commonly acknowledged that no comparable system is currently available for use in the Asia-Pacific region, and that there is a distinct need within the security industry, both for communication between security organisations and with Government bodies such as the Department of Defence.

Several of the organisations listed above indicated that they would use SMX, and indeed recommend it to their clients, once certification by the Defence Signals Directorate has formally commenced (the ASX announcements of 11 Sep and 13 Nov 08 refer). Furthermore, two of Data-inCrypt®'s Directors will become members of ASIS International and ASIAL so as to increase the exposure of SMX throughout the Australian security industry at large through networking and the presentation of SMX to each association's members at industry events.

Shareholders should be encouraged by these further developments.

Yours faithfully

Ronald Moir
Managing Director
SYNERGY EQUITIES GROUP LIMITED

