



SYNERGY EQUITIES GROUP

THE NEW FORCE IN INTERNET SECURITY, SYSTEMS & SERVICES

ASX / MEDIA RELEASE

06 APRIL 2009
ELS088.2009

SMX TO CAPITALISE ON EMAIL LEAKS & PRIVACY BREACHES



As the market knows, SMX secure registered email (“SMX”) provides an easy-to-use, low-overhead secure email infrastructure for organisations that are required to meet Government-mandated customer information privacy standards, or otherwise need to protect confidential information in transit over the Internet.

Many organisations are finding out too late that the theft, leakage or accidental exposure of strategic or critical corporate information can have a huge financial impact, and with the impending reforms to Australia privacy laws (the ASX announcements of 19 August 2008 and 09 March 2009 refer), the impact is going to increase.

More than fifty cases of serious privacy breaches involving personal information have been referred to the federal Privacy Commission in the last seven months in Australia, however the actual number of breaches is likely to be much higher, as many organisations might not know a breach has occurred and others may choose not to report it. (see <http://www.news.com.au/couriermail/story/0,,25266776-3102,00.html>)

Synergy Equities Group Limited (“the Company”, ASX : SYG) draws Shareholders and the market’s attention to two breaches in privacy and email security that have been publicly reported over the last week or so, and have resulted in sales opportunities for SMX that are being actively pursued by Data-inCrypt®:

- 1) a Queensland-based pathology laboratory published the names, contact numbers and private details of at least 100 patients on its website. The records detailed relevant medical history, current medications, as well as patient's next of kin. (see <http://www.news.com.au/technology/story/0,28348,25253036-5014239,00.html>)
- 2) an email leaked from a major Australian & New Zealand retailer exposed the names of the organisations tendering for a major IT project believed to be worth in excess of \$100 million. (see <http://www.australianit.news.com.au/story/0,27574,25265738-15306,00.html>)

As well as representing potential sales opportunities for the Company, these incidents further demonstrate the growing need for SMX in all organisations, be they small or large, private or Government.

Data-**inCrypt**[®] actively monitors the security and privacy arena for such incidents.

Yours faithfully

Ronald Moir
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