



FOR IMMEDIATE RELEASE

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**SecurElement Selected as Grand Prize Winner of
Cisco Growing with Technology Awards 2007**

*Award Recognizes Small and Midsize Organizations for Using the Internet and Networking
Technology in Innovative Ways to Fuel Growth*

MALVERN, PENNSYLVANIA — October 11, 2007 - SecurElement Infrastructure Solutions has been recognized by Cisco for its innovative use of networking technology to generate breakthrough business benefits. SecurElement was named as the grand prize winner in the Sales and Marketing category of the *Cisco Growing with Technology Awards 2007*. Winners were announced Oct. 9 during a ceremony at the Hotel Sofitel in Redwood Shores, Calif.

SecurElement's sales and marketing campaigns reach prospective clients on a multitude of levels to maximize effectiveness and to provide a unified front to solidify the brand, offering, level of service and commitment to expertise and excellence. SecurElement takes marketing to the next level, understanding the difference between marketing and branding, and the need to create innovative sales and marketing initiatives.

The *Cisco Growing with Technology Awards* program was created to recognize small and midsize organizations from across the United States and Canada that use networking technology in innovative ways to improve sales and marketing, expand and deliver superior service to customers, improve operational efficiencies, or outpace their competition. The winners of the program represent their industries and constituencies as role models, showcasing best practices on the use of technology to address business challenges, compete more effectively and fuel success. A panel of 10 judges selected 15 winners in five categories from more than 570 applications.

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“We are honored to be recognized as a grand prize winner in the Cisco Growing with Technology Awards 2007. The award solidifies SecurElement’s presence in the small and mid-sized business space as a leading technology provider,” commented Kate Knoll, director, marketing & vendor relations, SecurElement. “We will continue to develop inventive and original marketing strategies that will engage the interest of prospective clients and further grow our business.”

“The Cisco Growing with Technology Awards program celebrates the entrepreneurial approach that leading small and mid-sized businesses are taking towards the adoption of technology. This year’s winners exemplify the Cisco Smart Business approach to technology adoption,” said Peter Alexander, vice president of Business Marketing at Cisco. “Being a ‘smart business’ means using technology to improve internal business processes: working smarter instead of harder. As one of this year’s winners, SecurElement is ahead of its peers in terms of being a smart business. We hope other organizations will be inspired by SecurElement’s creative and resourceful approach to harnessing the Internet and networking technology to set itself apart from its peers.”

This year’s panel of judges comprises a diverse cross-section of experts in the field of small and medium business operations. Members include Ken Bast, vice president, Ingram Micro; Ray Boggs, vice president of small and medium business research, IDC; Deb Mielke, president and managing director, Treillage Network Strategies; Joslyn Faust, principal research analyst, Gartner; Lisa Buksbaum, CEO and founder, Soaringwords; Mika Krammer, director of Windows Client Mobility Marketing, Microsoft Corp.; David Morgan, president, D.W. Morgan; Elspeth Jane Murray, assistant professor, Queen’s School of Business (Canada); Joni Podolsky, director of community programs, Entrepreneurs Foundation; and Joe Diodati, senior director, Global Field Marketing Integration, Cisco.

About SecurElement Infrastructure Solutions

SecurElement delivers innovative technology infrastructure solutions through custom all-inclusive Managed Environment programs. Offering high value at a controlled cost, businesses of any size are able to leverage leading-edge technologies and services that

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minimize costs, maximize productivity, drive bottom line success and solve critical business issues.

For more information regarding SecurElement solutions, interested parties can contact the sales department at 484.323.1629, via email at sales@securelement.com or by visiting the company's website at www.securelement.com.

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