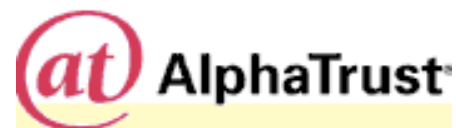


# C u r r e n t Communications



**CASE STUDY: M241**  
**CLIENT: AlphaTrust**

**CHALLENGE:** With the President poised to sign into law a bill that would open the floodgates for signed digital transactions, AlphaTrust, a Dallas-based start-up, needed a fast and effective media strategy that would secure first-mover status for the company and its innovative solution for enabling technically secure and legally binding e-commerce transactions.

**STRATEGY:** As part of our proprietary TECH-TARGET™ service, we crafted for AlphaTrust a press release designed to pique editorial interest by raising provocative questions about authentication, risk protection and privacy—difficult issues resolved by AlphaTrust's leading-edge solution. As a key component of this TECH-TARGET outreach, we aggressively pitched Bill Brice, AlphaTrust founder and CEO, as an industry expert on the topic of digital signatures to key print and broadcast media.

**RESULTS:** Our release caught the attention of Reuters and was incorporated into this leading newswire syndicate's coverage of e-signature legislation, appearing in a broad swath of national print and online media. As a result of our aggressive and strategic media outreach, Bill Brice was interviewed and sourced as a leading expert in the *Dallas Morning News*, WFAA (ABC) Channel Eight (News 8 Daybreak, News 8 MIDDAY), TXCN-TV (Morning Connect, Texas Daily at 9:00), KRLD-AM Radio (Business News at Noon), and KTVT (CBS) Channel Eleven (11 News at 10:00). Additional coverage of AlphaTrust appeared in the *Dallas Business Journal* and *D Magazine*.



STATION WFAA-TV (ABC) Channel  
MARKET Dallas/Fort Worth  
PROGRAM News 8 Daybreak 5:00 am  
News 8 MIDDAY 12:00 pm  
News 8 Update 10:00 pm

Robert Riggs reporting:

...Bill Brice (AlphaSmart.com): In order for the public to use electronic signatures, they really have to feel comfortable that they are protected, that it's safe...



Everybody's **BUSINESS**  
by David Johnson  
**CAN BRICE STRIKE THRICE?**

The Brice family has been responsible for two significant lifestyle changes for Dallas and beyond and is now aiming for a third...

...Now, Bill Jr. is at it again with AlphaTrust.com. The premise is high tech. Brice expects his company to be a leader in the sizzling digital signature market, the technology that will allow contracts, mortgages and other legal documents to be executed over the Internet. If Mr. Brice can remove the stigma from yoghurt, surely he can remove the anxiety from a computerized John Hancock.



STATION KTVT-TV (CBS) CHANNEL 11  
MARKET Dallas/Fort Worth  
PROGRAM 11 News at 10:00 pm

Sarah Dodd reporting...

Bill Brice (CEO, AlphaTrust.com): People have been trading e-mails back and forth to, say, negotiate a document, but they have to then print it out, sign it and FedEx it or send it

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**KRLD Radio**  
**Business News at Noon**

David Johnson, announcer:

...Bill Brice is founder and CEO of a new company AlphaTrust.com, here in the area and they work in this area and he joins us right now on NBN.

Johnson: Now tell me, why is this so significant? How does it change my life?

Brice: Well, the most significant thing is that it raises tremendous awareness that you can actually do contracts and sign documents the same as paper entirely electronically. It's the first step in

**REUTERS**

**TODAY'S NEWS**

Senate Signs On To  
E-Signature Measure

By Reuters  
WASHINGTON -- The U.S. Sen Friday unanimously approved a bill that would give electronic signatures and documents the same legal weight as paper counterparts.

The measure now goes to President Clinton, who has said he will sign the legislation.

**The Dallas Morning News**

**Online contracts bill wins approval**

Legislation expected to boost e-commerce

By Doug Bedell  
Staff Writer of The Dallas Morning News

It may be some time before consumers can sign mortgages online, but a new law going into effect this fall may provide an immediate boost to businesses moving transactions to the Internet...

...Bill Brice, founder and chief executive of AlphaTrust.com in Dallas, said the bill simply gives digital signatures the same weight as