



News Release

Identillect Launches Comprehensive Digital Marketing Campaign to US Legal Community with Market My Market

Identillect Launches Nation-Wide Digital Marketing Campaign to expand on the success with the Arkansas Bar Association to provide this value to a National Legal Bar Stage

IRVINE, Calif., Jan 24, 2018 (GLOBE NEWSWIRE) -- Identillect Technologies Corp. (the "Company" or "Identillect") (TSX-V:[ID](#)) (OTCQB:IDTLF) (Frankfurt:[8ID](#)), a trusted leading provider of compliant email security to the legal community, announced today the launch of a multi-faceted digital campaign to the legal community utilizing the legal marketing specialists at Market My Market.

Due to the immense amount of sensitive data law firms handle on a daily basis, cyber-attacks are an unfortunate reality for many firms. Data from details of pending corporate mergers, realty transactions and client's personal information are all attractive targets to cyber criminals. Compounded with this is the reality of many corporate clients in regulated industries such as healthcare requiring their legal representation to [pass security audits](#), the majority of which are falling short at this time.

Identillect has selected the legal marketing specialists at Market My Market to drive multi-avenue digital campaigns to legal professionals across the nation. With Market My Market's deep roots in the legal community and state Bar Associations, their track record and commitment to truly serving their clients' personalized marketing needs is well established. Market My Market Managing Partner Ryan Klein comments, "We have been successfully serving an extensive variety of legal practice types over the years and now more than ever there is greater awareness around cybersecurity and a clear need in the legal community for Identillect's American Bar Association (ABA) compliant, user-friendly email security tool, Delivery Trust."

Todd Sexton, Identillect CEO states, "In my numerous educational lectures on cybersecurity to legal associations across the country, it became apparent this industry is actively seeking greater cybersecurity education and email security tools to protect client communications. With the overwhelmingly positive reception Delivery Trust [recently received](#) with the Arkansas State Bar Association, we are confident the campaigns we are facilitating with Market My Market are



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taking place in a time where the legal market is more receptive to cybersecurity solutions than ever before.”

Identillect's campaigns with Market My Market to the US population of over [1.3 million lawyers](#) and many state bar associations aims to further solidify Identillect's Delivery Trust® as the go-to email security solution for professionals in the legal community.

About Market My Market

Market My Market delivers completely customized, full service marketing campaigns which brings companies to life online. Market My Market prides itself in delivering results directly impacting businesses. Market My Market is transparent about the progress they are making. They convey this progress in terms that make complete sense to their customers. Market My Market has an invested interest in the success of customers' businesses and know their clients beyond the first-name basis. They are passionate about the services they offer and strive to make their deep-rooted partnerships mutuality beneficial.

For more information on Market My Market please visit www.marketmymarket.com

About Identillect

Identillect Technologies is the leading provider of email encryption service Delivery Trust®, empowering enterprises of all sizes to protect their business and their client's critical information against cyber security attacks.

Delivery Trust® is an award-winning, multi-platform plug-in, which gives users complete control of their emails, for one low price. One simple integration complies with all regulations and most importantly provides peace of mind.

For more information, or your free trial, please visit www.identillect.com

On Behalf of the Board of Directors of:

IDENTILLECT TECHNOLOGIES CORP.

Todd Sexton
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