



News Release

Identillect Launches Blockchain Marketing Campaign for Real-Estate and Escrow to combat wire Fraud

Identillect Launches Nation-Wide Marketing Campaign to Distribute Blockchain Technology to Prevent Real-Estate Wire Fraud

IRVINE, Calif., Mar 27, 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 and wire fraud prevention, announced today the launch of a multi-faceted digital campaign to the Real-Estate and Escrow community utilizing the real-estate marketing specialists at ByteLaunch.

The fastest growing Real-Estate Cybercrime is wire fraud; [27% of all real-estate cybercrimes](#) stemmed from wire fraud. Wire fraud in real-estate saw a significant increase from [\\$19 million in 2016 to \\$969 million in 2017](#). In 2016, [the FBI saw a 480% increase](#) in wire fraud complaints over the previous year. The FBI has not released the severity of 2017 numbers but based on the increase in actual wire fraud from 2016 to 2017 a large surge is anticipated. With the majority of real-estate transactions occurring over email the [FBI has issued a warning BEC Scam](#) (Business Email Compromise), "targets all participants in real-estate transactions" - this means no transaction is safe without proper security measures.

Identillect has selected the Real-Estate conversion-focused marketing specialists at ByteLaunch to drive a multi-directional digital campaign to Real-Estate and Escrow professionals nationwide. With ByteLaunch's deep roots in conversion optimization and sales funnel-focused marketing along with a progressive entrepreneurial approach, Identillect feels this is the right partner to maximize our blockchain distribution. ByteLaunch President Michael Craig states, "We have been successfully providing an extensive variety of successful direct marketing approaches for our clients for the past 12 years and we believe we can provide Identillect with maximum exposure for distribution of their blockchain technology for the prevention of wire fraud."

Todd Sexton, Identillect CEO states, "As Identillect expands our business offering to provide the real-estate community with the maximum security available to prevent wire fraud, we plan on casting a wide net to market to the real-estate professionals across the United States to overcome this tragic problem plaguing home buyers. ByteLaunch and their award winning graphic designers in technology are the right marketing professionals to assist Identillect in delivering this revolutionary solution to this market."



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Identillect's campaign to real-estate professionals is driven based on the anticipated [6.3 million sales of homes for 2018](#) across the United States which provides an epic opportunity for cybercriminals to irreparably effect this industry. Identillect with one of the only email security offerings directly focusing on this problem is anticipated to make large inroads in preventing wire fraud.

About ByteLaunch

ByteLaunch takes great pride in helping organizations with a strong digital landscape while maintaining meaningful connections with their customers. They have a dynamic work culture and a unique, multi-disciplinary approach to developing innovative and intelligent solutions for helping brands reach their objectives and performance goals. ByteLaunch provides top of the line digital marketing with performance driven SEO and SEM services, improved content marketing while driving a national presence.

For more information on Byte Launch please visit <https://www.bytelaunch.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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