

SmrtGuard Taps Feintuch Communications as Agency of Record

PRINCETON, N.J., Aug. 15, 2011 /PRNewswire/ -- SmrtGuard (www.smrtguard.com), a mobile security company offering the most comprehensive suite of data, device and personal protection services for Android, BlackBerry and Apple devices, has appointed Feintuch Communications as its agency of record to implement a strategic communications campaign.

SmrtGuard applications include wireless backup and data restore, device tracking and wiping, malware protection, call and message blocking, privacy management and more. Its solutions are sold directly to customers as well as through mobile operators, OEMs, resellers and other distribution partners.

"We've built a family of mobile security applications that caters to today's on-the-go, wireless consumers who are growing increasingly reliant on their smartphones and tablets," said Robert Kao, founder and chief technology officer of SmrtGuard. "Hundreds of thousands of consumers around the world are already using our technology. Now, with the help of Feintuch Communications, we hope to educate consumers about the need for mobile security protection and why they should consider SmrtGuard."

"There isn't an enlightened consumer anywhere that would buy a laptop or PC and not install security software to protect against viruses, malware and other threats," said Henry Feintuch, president, Feintuch Communications. "Yet many of those same consumers don't think twice about using their tablet or smartphone to surf the web, download files and make purchases without any protection installed on their device. SmrtGuard has built a robust family of applications to help consumers secure their devices, data and personal information. We look forward to working with the SmrtGuard management team and leveraging our broad background in software, wireless and security technologies."

About SmrtGuard

SmrtGuard (www.SmrtGuard.com) is a mobile security company that offers consumers and small businesses the most comprehensive suite of data, device and personal protection services for Android, BlackBerry and Apple devices. Key features include wireless backup and data restore, device tracking and wiping, malware protection, call and message blocking, privacy management and more. SmrtGuard has been named by AlwaysOn to the OnMobile 100, the top 100 companies that are transforming the mobile space.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is a strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. Part of international PR alliance ECP Global (www.ecpglobal.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

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