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## VeriSign Code Signing Certificates Help MuvEnum Improve Online Sales by 21.1 Percent

### Leveraging VeriSign's Ability to Authorize Certificates for 64-Bit Windows Vista and Windows 7, MuvEnum Builds Trust With Customers Buying Software Online

MOUNTAIN VIEW, CA (Marketwire) - [VeriSign, Inc.](#) (NASDAQ: VRSN), the trusted provider of Internet infrastructure for the networked world, today announced it helped [MuvEnum](#) increase its online software sales by more than [21 percent](#) in the month after MuvEnum began using [VeriSign Code Signing Certificates](#).

MuvEnum, whose flagship MuvAudio application converts audio files for same-quality playback on any audio device, has been selling software online since 2005. But by 2007 the company realized it was losing revenue opportunities because many users of 64-bit Microsoft operating systems were receiving intimidating warning messages when they tried to download MuvEnum software. The warnings said the application lacked digital code signing certificates and could be harmful. A code signed digital certificate acts as "virtual shrinkwrap" to assure the recipient of downloaded software of the authenticity of the publisher and that the software has not been tampered with in transit.

MuvEnum attempted to address the issue initially by using another vendor's code signing certificates, but the warning messages persisted, thus costing the company valuable time and money. MuvEnum didn't realize that most Certificate Authorities (CAs) are not authorized to provide certificates for 64-bit Windows® drivers.

The company then turned to VeriSign. Unlike most CAs, VeriSign is authorized and able to provide the Class 3, cross-signed certificates Microsoft requires for its 64-bit platform drivers. That includes the 64-bit version of Windows 7, which is increasingly popular with MuvEnum's quality and performance-oriented customers.

The once-troublesome warning messages disappeared after MuvEnum introduced VeriSign® Code Signing Certificates to its customers. The impact on customer confidence was immediate: online software sales leapt 21.1 percent the month after the certificates were introduced and have continued rising steadily since. MuvEnum identified VeriSign Code Signing as a key element in achieving the revenue boost. Read case study at [www.verisign.com/muvenum](http://www.verisign.com/muvenum)

"The bottom line is that VeriSign is one of the very few CAs whose code signing certificates do the job for MuvEnum, or indeed for any publisher whose software contains drivers and who wants to tap the burgeoning 64-bit market," said John Rennemeyer, MuvEnum's owner. "We checked each of the authorized vendors out, and VeriSign was the most reasonably priced."

Rennemeyer added that VeriSign certificates offer other advantages over the competition. "VeriSign has outstanding name recognition and trust," he said. "When customers open their certificates, they can view the details and see the familiar VeriSign name that helps assure them that the software comes from MuvEnum so they can safely install our software without fear of viruses or other kinds of malware. Choosing VeriSign added security and peace of mind about the whole E-commerce experience for our customers and for us as well. From all points of view it was the right direction to go."

"Consumers who download software want to trust the source," said Jay Schiavo, director of product management at VeriSign. "That means software providers who fail to digitally sign their code run the risk of losing customers and revenues to the inevitable warning messages that appear when consumers download unsigned software. MuvEnum's experience shows how effective VeriSign Code Signing Certificates can be in turning revenue losses into increased sales."

#### About MuvEnum

Since 2005, MuvEnum LLC has been developing and marketing Windows desktop software. MuvEnum's products include MuvUnder Cover: The Album Art Sleuth, digital music software that helps complete your album cover collection; MuvAudio, a Windows utility that quickly converts audio files that other programs cannot handle properly; and MuvEnum Address Bar, a desktop utility to replace the [missing Windows XP address bar](#) and search bar tool. MuvEnum offers multiple freeware, trial, and registered versions of their Windows desktop software programs. MuvEnum products are enjoyed by thousands of users daily. For more information about MuvEnum, visit <http://www.muvenum.com>.

#### About VeriSign

VeriSign, Inc. (NASDAQ: VRSN) is the trusted provider of Internet infrastructure services for the networked world. Billions of times each day, VeriSign helps companies and consumers all over the world engage in communications and commerce with

confidence. Additional news and information about the company is available at [www.verisign.com](http://www.verisign.com).

Statements in this announcement other than historical data and information constitute forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements involve risks and uncertainties that could cause VeriSign's actual results to differ materially from those stated or implied by such forward-looking statements. The potential risks and uncertainties include, among others, the uncertainty of future revenue and profitability and potential fluctuations in quarterly operating results due to such factors as the inability of VeriSign to successfully develop and market new products and services and customer acceptance of any new or current products or services, including VeriSign Code Signing Certificates; the possibility that VeriSign's announced new or current services may not result in additional customers, profits or revenues; and increased competition and pricing pressures. More information about potential factors that could affect the company's business and financial results is included in VeriSign's filings with the Securities and Exchange Commission, including in the company's Annual Report on Form 10-K for the year ended December 31, 2009 and quarterly reports on Form 10-Q. VeriSign undertakes no obligation to update any of the forward-looking statements after the date of this press release.

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