

Sekur Private Data, Ltd. and New to The Street Sign New Media Contract for 2024 with Upgraded Time Slots, Higher Televised Visibilities

New York City, NY- October 25, 2023 – FMW Media Corp.'s New to The Street and [Sekur Private Data, Ltd.](#) (OTCQB: SWISF) (CSE: SKUR) (FRA: GDT0) (\$SWISF) ([Sekur®](#)) announce a new contract for television airings and other multi-media content and streaming. Throughout 2024, [New to the Street](#) will continue to film interviews with [Mr. Alain Ghiai, CEO of SWISF](#). The popular viewership on the "***Sekur Privacy & Sekur Security - The Weekly Hack***" segment will continue with internet privacy expert Mr. Alain Ghiai, CEO, [Sekur Private Data Ltd.](#) (OTCQX: SWISF) (CSE: SKUR) (FRA: GDT0) (\$SWISF) ([Sekur®](#)) and TV Host Ana Berry talking about current and ongoing cybersecurity risks and how [Sekur's](#) services can significantly minimize potential problems.

As a Swiss-based Company, Sekur Private Data, Ltd.'s interviews focus on the Company's unique and proprietary military-grade Swiss hosted encrypted communications platform services and the importance of its operations being in [Switzerland, a country with very tough privacy laws](#). [SekurVPN](#), [SekurMail](#), [SekurMessenger](#) and other [Sekur services](#) are affordable, private, and secure applications available for individuals, businesses, enterprises, telecom operators and governmental agencies. With hackers increasingly causing privacy breaches, Sekur has immediate solutions to combat such nefarious acts, such as "BEC" [Business Email Compromise](#).

Mr. Alan Ghiai, CEO of Sekur Private Data Ltd., states, "The new contract with FMW Media's TV show New to The Street continues forward in 2024. I'm confident that upcoming TV interviews and supportive ad campaigns can continue to inform the public about the Company's success in our Sekur privacy solutions. Viewers who become subscribers realize the numerous benefits of our Company's secure and private applications. With our continuation with New to the Street and their sophisticated TV hosts, media production staff, and writers, we feel that Sekur can continue to inform viewers about global cybersecurity issues and how we as a Company can minimize risks for consumers as well as businesses throughout the USA and globally."

All the interviews with Sekur Private Data, Ltd. will continue to be available on the [www.newtothestreet.com](#) site. The social media team at New to The Street will continue to promote each of the appearances. New to The Street will provide social media marketing to further the reach of each broadcast. On a schedule, show previews and commercial advertisements about Sekur's services will continue to air during the New to The Street's broadcastings. Digital ads will stream on New to The Street's billboard platform throughout New York City.

Vince Caruso, Founder and CEO of FMW Media and Producer at New to The Street TV, states, "We have seen Sekur continue to grow their brand as a powerhouse and one-of-a-kind privacy communications tool garnering subscribers weekly with our TV programs. Consumers and businesses continually get updated from the '***Sekur Privacy & Sekur Security -The Weekly Hack***' segment. We are happy to extend Sekur Private Data's coverage throughout 2024 to our viewers with better time slots on the Fox Business Network and Bloomberg TV as sponsored programming."

New to The Street's interviews about Sekur Private Data, Ltd., including its "***Sekur Privacy & Sekur Security -The Weekly Hack***" segment with internationally acclaimed internet privacy expert Mr. Alain Ghiai, CEO of Sekur Private Data Ltd, will be broadcast on every New to The Street program that runs on the FOX Business Network through December 31, 2024. Also, in 2024, interviews will air twice monthly on Bloomberg TV as Sponsored Programming. Press Releases about airing dates/times "To Be Announced."

About [Sekur Private Data Ltd.](#) (OTCQX: SWISF) (CSE: SKUR) (FRA: GDT0) (\$SWISF):

[Sekur Private Data, Ltd.](#) (OTCQX: SWISF) (CSE: SKUR) (FRA: GDT0) (\$SWISF) is a cybersecurity and Internet privacy provider of Swiss hosted solutions for secure and private communications. The Company distributes a suite of encrypted e-mails, secure messengers and secure communication tools. Sekur Private Data Ltd. sells its products through its own website, <https://www.sekur.com> approved distributors and telecommunications companies worldwide. Sekur Private Data Ltd. serves consumers, businesses and governments worldwide.

About [New to The Street](#):

New to The Street is an FMW Media production that operates one of the longest-running US and International sponsored and syndicated Nielsen-rated programming television brands, "New to The Street. Since 2009, New to The Street has run biographical interview segment shows across major U.S. television networks. The Nielsen Rated and sponsored broadcasts programming platform reaches millions of homes in the US and international markets. FMW's New to The Street / Newsmax televised broadcasting platform airs its syndication on Saturdays at 3:30 – 4:00 PM ET. The show also appears on [Bloomberg](#) and the [FOX Business Network](#) as sponsored programming. FMW is also one of the nation's largest buyers of linear television, long and short-form paid programming - <https://www.newsmaxtv.com/Shows/New-to-the-Street>, <https://www.newtothestreet.com/> & <https://www.youtube.com/watch?v=4-G2--mRQUw&t=14s>.

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This press release contains forward-looking statements within Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934. In some cases, you can identify forward-looking statements by the following words: "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "ongoing," "plan," "potential," "predict," "project," "should," "will," "would," or the negative of these terms or other comparable terminology. However, not all forward-looking statements contain these words. Forward-looking statements do not guarantee future performance or results and will not necessarily be accurate indications of when such performance or results are achieved. This press release should be considered in all filings of the Companies contained in the Edgar Archives of the Securities and Exchange Commission at www.sec.gov.

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