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DATA PROTECTION SUMMIT 2007 TO FOCUS ON THE LATEST DATA SECURITY TECHNOLOGIES AND PRACTICES

Attendees will Learn How To Protect Information Assets and Prevent Data Loss, Reduce Storage Costs, and Achieve Compliance

SAN DIEGO, CA, February 8, 2007 — The first annual Data Protection Summit (www.dataprotectionsummit.com), the nation's only conference dedicated entirely to keeping data safe, secure, and private, will be held March 12-15, 2007 at the Hilton Irvine/Orange County Airport in Irvine, California. Produced by Conference ConCepts, the Summit program will emphasize ways to avoid embarrassing data leaks, such as the widely reported ones from TJX Stores, UCLA, Starbucks, Boeing, GE, the US Census Bureau, and the US Department of Veterans Affairs. Industry leaders will show how to protect data effectively, considering such factors as cost, business value, restoration time and effort, and use of computing resources. The Data Protection Summit is the place to learn how to keep data safe and secure, protect information assets, avoid data breaches, and achieve regulatory compliance. It includes tutorials, workshops, paper and panel sessions, keynotes, and exhibits.

"Data protection has emerged as one of the great drivers of technology in recent years," said Tom Coughlin, Chairman of the 2007 Data Protection Summit. "Ever more sophisticated attacks over networks, and smaller, more easily lost or stolen storage devices, are making business and personal data more vulnerable than ever. The demands for data protection technologies such as data encryption and network access protection are higher than ever and are growing rapidly."

Today all organizations are exposed to data protection dangers, and are now aware that they are legally responsible for protecting the privacy of their customers. Consequently they must develop programs to prevent sensitive information from being lost, stolen, or and unlawfully used. According to a 2006 study by the US Department of Commerce, more than 1,100 Department laptop computers were lost, stolen or missing in the last five years, some containing personal data from the Census Bureau. With larger amounts of data on ever more mobile storage devices, huge amounts of data can be appropriated even by small devices such as USB drives.

Not only is physical data theft or unauthorized use a problem, internet attacks are increasingly on the rise. A Harris Interactive Survey in October 2006 estimated that 49 million US adults have been told over the last three years that their personal information has been lost, stolen, or improperly disclosed.

“Users want a unified solution approach to data protection, security, and data management, supporting an orientation toward simplicity and integration,” said Laura DuBois, Research Director/Storage Software, IDC. “Storage solution suppliers must build a broad ecosystem of data protection functions through innovation, acquisition or partnership, and collaboration.”

2007 Data Protection Summit Highlights will include:

- All-day tutorials: Oracle University Day on Oracle Data Protection, and an Oracle Data Security Panel
- All-day Disk Encryption Forum on Monday March 12
- Half-day tutorials: Data Security, ILM, Encryption and Legal Issues, and Business Continuity/Disaster Recovery
- Keynotes & panel discussions: featuring experts from Seagate, CommVault, Apple & Microsoft
- Open Tutorial: Build Your Own Data Protection Plan
- Special Market Research Session: Directions in Data Protection
- Analyst Session: Future of Data Protection

Monday’s full-day Disk Encryption Forum will bring together industry experts, analysts and end users to explore the implementation of data encryption on storage devices, as well as general access control of information. Attendees will discover the latest solutions for disk encryption and data security from Seagate, Hitachi, PGP, Microsoft, The National Security Agency, and many others. The Forum will include speaker and discussion panel sessions, as well as a keynote talk on the prevention of data loss, accidental disclosure and data theft.

A special Best of Show Awards contest will be held for the following three categories:

- Most Innovative Data Protection Application
- Most Innovative Data Protection Technology
- Most Innovative Data Protection End-User Solution

The contest will be open to all Summit participants and attendees, and will be judged by a panel of experts for distinctiveness of the solution, central use of data protection, and technical and business significance. Winners will be announced and prizes awarded on March 15th.

At the 2007 Data Protection Summit, Information Officers, IT/IS Managers, Storage and Network Engineers, and other data security professionals will have an opportunity to learn the state-of-the-art in data protection technology. There is no better place to meet key industry experts, ask questions, see the latest products, and participate in important discussions. For more information and online registration, visit www.dataprotectionsummit.com. Exhibit registrations, free through March 2, provide access to a wide range of workshops, special sessions, and tutorials, as well as exhibits, lunches, and receptions.

About Conference ConCepts, Inc.

Founded in 1994, Conference ConCepts is a full-service professional conference and association management company that provides extensive capabilities in all aspects of technical conference management. Conference ConCepts develops and produces events both on its own, and in partnership with associations, corporations, and publishers. The skill sets of the company's employees and contractors, representing over 200 cumulative years of experience, enables Conference ConCepts to offer clients a choice of services, ranging from assistance with a single aspect of a conference to the complete development and administration of a full-fledged "turnkey" event. For more information about Conference ConCepts, visit www.conferenceconcepts.com.

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