



**FOR IMMEDIATE RELEASE**

**LATEST INNOVATIONS AND ADVANCES IN DATA SECURITY SHOWCASED AT  
DATA PROTECTION SUMMIT 2008**

**Power-Packed, Three-Day Event Will Feature Solutions for Combating Cybercrime**

SAN DIEGO, CA, December 11, 2007 — The second annual Data Protection Summit 2008 ([www.dataprotectionsummit.com](http://www.dataprotectionsummit.com)), the only full-scale data security event in Southern California, will be held March 11-13, 2008 at the Hilton Irvine/Orange County Airport in Irvine, California. This three-day conference and exhibition will feature the latest advancements in combating cybercrime, as well as exciting innovations in virtualization security and mobile security.

“Cybercrime is big business, with estimates that it has become a \$100 billion underworld of botnets, phishing scams, adware, and spyware attacks,” said Tom Coughlin, Data Protection Summit Chairperson. “What’s more, the evolution to virtualization and mobility exposes businesses to ever-increasing data security threats. Data Protection Summit is the single conference where the complicated and critical field of data protection comes to light.”

Keynote addresses from NetWitness and Experian will provide executive-level views of the state of the data protection industry. Conference presenters and panelists include experts from Allstate Insurance, Boeing, Dell, Hewlett-Packard, Hitachi, IBM, Intel, LSI, McAfee, Microsoft, Network Appliance, Nokia, PGP, PricewaterhouseCoopers, Raytheon, RSA, Seagate, Siemens Insight Consulting, Sun, Symantec, and Xerox, as well as startups and new entries.

Newly added to the conference, Data Protection Summit 2008 will host a Security Star competition, where attendees can present their views on the biggest security issue for 2008 and how to solve it. A final round of winners will be selected by the audience. The Grand Prize is \$1,000. Summit participants are also invited to attend the special VC session and participate in a one-page business plan competition.

A broad range of data protection products will be exhibited, including storage systems, storage management software, backup and restore software, content management software, compliance software, WAN file services, database software, E-mail/ILM archiving products, disaster recovery products, security hardware and software, backup and data recovery services, data sanitization, and destruction products and services.

### **About Data Protection Summit 2008**

Produced by Conference ConCepts, Inc., Data Protection Summit (<http://www.dataprotectionsummit.com>) is designed to provide practical information on combating cybercrime, virtualization security, mobile security and other areas where data protection is a critical element. The conference program includes tutorials on data security, compliance, mobile security, and legal issues and privacy; presentations on security, privacy, and data protection; and keynotes and panel discussions by industry luminaries. Data Protection Summit is open to everyone involved in the design, development, integration, marketing, use, or support of products, hardware, or software related to data protection.

To register online, visit: <http://www.dataprotectionsummit.com/>.

Program details are available at:

[http://www.dataprotectionsummit.com/English/Conference/Seminar\\_Session\\_Descriptions.html](http://www.dataprotectionsummit.com/English/Conference/Seminar_Session_Descriptions.html).

For more information about exhibiting and sponsoring, visit:

[http://www.dataprotectionsummit.com/English/For\\_Exhibitors/For\\_Exhibitors.html](http://www.dataprotectionsummit.com/English/For_Exhibitors/For_Exhibitors.html).

Complimentary press/analyst registration is available at [www.dataprotectionsummit.com](http://www.dataprotectionsummit.com) or by contacting ZNA Communications at (831) 425-1581, [ccc@zna.com](mailto:ccc@zna.com).

**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](http://www.conferenceconcepts.com).

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