



**FOR IMMEDIATE RELEASE**

**SAFEND SELECTED BY DATA PROTECTION SUMMIT 2008 AS BEST OF SHOW AWARD WINNER**

**Safend Protector Recognized for Most Innovative Data Protection Application at Leading Industry Summit**

**March 13, 2008, Irvine, Calif.** – [Safend](#), an international provider of endpoint Data Leakage Prevention (DLP) solutions for enterprise computers, today announced it was chosen by the Data Protection Summit as a Best of Show award winner for 2008 in the category of “Most Innovative Data Protection Application” for Safend Protector, an innovative technology which helps put an end to data loss and theft resulting from employee misuse of portable media and wireless devices.

The second annual Best of Show Awards is the premier opportunity for industry recognition of innovative technology and its use in the marketplace. Winning companies were judged by a panel of industry experts who evaluated each nomination according to the following criteria:

- Distinctiveness of the application, technology or product
- Central use of data protection as a solution
- Technical and business significance

“The Data Protection Summit Innovation Award for Applications recognizes a premiere company whose products and services are impressively addressing a specific solution for the marketplace,” said Jay Kramer, Vice President of Worldwide Marketing, iStor Networks, and Chairperson of the Data Protection Summit Awards Committee. “The Data Protection Summit is proud to recognize Safend Protector for its comprehensive endpoint security technology that enables advanced monitoring and policy management for a secure and protected data environment.”

In today's productivity-driven world, more and more devices connect to enterprise endpoints, requiring that businesses look for solutions that maintain a balance between employee productivity and robust information security. Safend Protector secures all local and physical communications ports including USB, Firewire, PCMCIA; wireless endpoints including WiFi, Bluetooth and IrDA; and removable storage devices such as CD/DVD-RWs, iPods and flash drives. The technology enables restriction of devices by device type, model or even specific device serial number and allows administrators to block all storage devices completely or permit read-only access. Administrators can also encrypt all data on removable storage devices and media as well as monitor, block and log files that are downloaded to or read from these devices.

"We are honored to receive the Best of Show award from the Data Protection Summit for Safend Protector," said Gil Sever, Safend Chief Executive Officer. "In the digitally connected workplace today, more and more employees are working remotely or taking data home via portable storage devices. With this increased data access comes an increased risk of misuse and theft. This recognition is further proof of the effectiveness of Safend's solution at mitigating risks without limiting productivity."

The Best of Show winners were honored during a special ceremony at the Data Protection Summit on Wednesday, March 12.

### **About Data Protection Summit**

The 2nd annual Data Protection Summit is designed to provide attendees with practical information on the current state of data protection. The Summit will include half-day 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. The Summit is open to everyone involved in the design, development, integration, marketing, use, or support of products, hardware, or software related to data protection. For more information, visit [www.dataprotectionsummit.com](http://www.dataprotectionsummit.com).

### **About Safend**

Safend is a leading provider of endpoint data leakage prevention solutions that protect against corporate data loss via physical, wireless, and removable media ports while ensuring compliance with regulatory data security and privacy standards. Safend's solutions, available through resellers worldwide, are deployed by multinational enterprises, government agencies

and small to mid-size companies across the globe. Founded in 2003, Safend is a privately held company funded by Elron Electronics (NASDAQ and TASE: ELRN), Intel Capital, and Walden Israel Venture Capital. Safend is headquartered in Tel Aviv with US headquarters in Philadelphia. For more information, visit [www.safend.com](http://www.safend.com).

# # #

Contact:

Lisa Astor

PAN Communications

978-474-1900

[Safend@pancomm.com](mailto:Safend@pancomm.com)

Leah Washington

Safend

215-496-9646

[leah@safend.com](mailto:leah@safend.com)



[www.safend.com](http://www.safend.com)

**Safend Ltd.** 32 Habarzel Street, Tel-Aviv 69710, Israel Tel: +972.3.6442662, Fax:+972.3.6486146  
**Safend Inc.** 2 Penn Center, Suite 301, Philadelphia, PA 19102, USA Tel: +1.215.496.9646, Fax: +1.215.496.6251  
Toll free from the US (to US and Israel): 1.888.225.9193 [info@safend.com](mailto:info@safend.com)

Copyright © 2006 Safend Ltd. The information contained herein is accurate at the time of publishing and subject to change without notice.