



## MEDIA ALERT

### **Data Leakage Prevention and Enterprise Encryption Experts to Present at RSA® Conference 2010**

*PKWARE® and Fidelis Security Systems Reveal Integrated Content-Aware Encryption Solution for Addressing Increasing Compliance Requirements and Proactive Protection of Sensitive Information*

San Francisco, CA (March 1, 2010) – In light of recent concerns over achieving compliance without compromising data security, PKWARE and Fidelis Security Systems will present “Better Encryption Through Chemistry: Blending Encryption and Content Awareness,” in PKWARE booth #2045 during the RSA Conference 2010. The presentation will focus on how their new joint content-aware encryption solution enables automatic detection and encryption of sensitive information contained in email messages and email attachments.

Who: Ross Harmsen, VP of Business Development for PKWARE  
Kurt Bertone, VP of Strategic Alliances for Fidelis Security Systems

What: “Better Encryption through Chemistry: Blending Encryption and Content Awareness”

PKWARE and Fidelis Security Systems have developed a joint content-aware encryption solution which helps organizations safeguard valuable digital assets and address increasing regulatory compliance requirements for protecting Personally Identifiable Information (PII).

This presentation will reveal how the new content-aware encryption solution can accomplish the identification and protection of sensitive information within the enterprise, while adhering to corporate security policies.

When: Wednesday, March 3, 2010  
11:30 am - 12:00 pm

Where: PKWARE Booth #2045  
RSA Conference 2010  
Moscone Center  
San Francisco, CA

Why: As seen in the news on a regular basis, data leaks are one of the most harmful risks an enterprise can experience. The implications of digital asset loss, whether customer PII or valued intellectual property, can have significant negative impact including compliance violations, financial repercussions, negative branding and public image, and loss of customer trust.

#### **About RSA Conference**

RSA Conference helps drive the global information security agenda with annual events in the U.S., Europe, and Japan. Throughout its 19-year history, RSA Conference consistently attracts the best in the field, creating opportunities to learn about information security’s most important issues through face-to-face and online interactions with peers, luminaries and emerging and established companies. More information on events, online programming, and the most up-to-date news pertaining to the information security industry can be found at [www.rsaconference.com](http://www.rsaconference.com).

### **About Fidelis Security Systems**

Since 2002, Fidelis Security Systems has given global enterprises the power to prevent data leakage while solving their biggest data leakage challenges—safeguarding intellectual property and identity information, complying with government and industry privacy regulations, and enabling visibility into and control over their networks. Built on a patented deep session inspection™ platform, the Fidelis Extrusion Prevention System®, Fidelis XPS™, is the industry's only next-generation data leakage prevention solution with the power to deliver comprehensive prevention, complete control, and the lowest total cost-of-ownership to stop data leakage on multi-gigabit-speed networks. To learn more about why organizations choose Fidelis XPS to protect their brand, intellectual property, and resources, visit [www.fidelissecurity.com](http://www.fidelissecurity.com).

### **About PKWARE, Inc**

As the inventor and continuing innovator of the ZIP standard, PKWARE, Inc. is a global technology leader known around the world as the expert in data compression and file management. With the launch of SecureZIP in 2005, PKWARE successfully entered the data security marketplace, combining ZIP compression and strong encryption to deliver a data-centric security solution. Today, SecureZIP and PKZIP are used by over 200 government agencies and 30,000 corporate entities, including 90% of the Fortune 100. Organizations in financial services, banking, government, healthcare, and retail use PKWARE solutions daily to protect sensitive data, meet compliance requirements, avoid liability risk, and reduce their overall costs and operational overhead. PKWARE, a privately held company, was founded in 1986 and is based in Milwaukee, Wisconsin; additional offices are located in New York, Ohio and the United Kingdom. To learn more about PKWARE and how they have helped thousands of organizations solve their data security and file management challenges, please visit [www.pkware.com](http://www.pkware.com).

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