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FORTRESSWARE

PRESSRELEASE

Fortressware Redefines Data Protection – Announces Personal Fortress at Demofall 08

Patent Pending Anti-propagation Technology Fills Security Gap.

San Diego, CA (Demofall 08 Station #52), September 8, 2008: Fortressware unveiled Personal Fortress today, the product that answers the question: "How can I keep my sales figures, marketing strategies, intellectual property, and other confidential files from spreading beyond the people to whom I entrust them?" Personal Fortress delivers data leak prevention to everyone. With no server or upfront application configuration required, owners retain control over their sensitive files, preventing recipients from printing, copying, or forwarding them – at anytime, and from anywhere. Recipients can concurrently use files not controlled by Personal Fortress without restriction. The initial release of Personal Fortress for Viewing will be available at no charge to users who complete beta testing.

Notes Ann Ting, Fortressware's CEO, "The need to share data with confidence is growing fast as more people collaborate remotely. Through our expanding product line, Fortressware is positioned to deliver affordable and accessible solutions that meet this need for a range of customers, from independent professionals and SMBs to large enterprises."

The product combines encryption and unique anti-data propagation technology to create a leak resistant shield. Files are secured continuously – whether open or closed – from creation, through use, to storage, within a secure virtual workspace.

"Every business is concerned about losing control of its private information," observes DEMO's Chris Shipley, "but the solutions available are so expensive and complex to implement that they're out of reach for most firms. Fortressware has pierced both barriers, providing a timely solution to the increasing number of data loss reports."

About Fortressware

Fortressware, a venture backed company, delivers solutions to ensure that sensitive information is protected continuously. It offers the simplest but most comprehensive solution for the growing data protection market, estimated to exceed \$3B by 2011. For more information, visit www.fortressw.com.

About DEMOfall

Produced by Network World Events and Executive Forums, the semi-annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E*Trade, Handspring, and U.S. Robotics, helping them to secure venture funding, establish critical business relationships, and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information, visit www.demo.com.

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