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## INFO SECURITY PRODUCTS GUIDE NAMES PUREWIRE 2009 BEST SECURITY STARTUP COMPANY

### *Purewire Gains the Highest Trust of Customers Worldwide*

**ATLANTA—April 22, 2009**—Purewire, Inc., a SaaS-based secure Web gateway vendor that protects business and social interactions on the Web, announced today that *Info Security Products Guide*, the industry's leading publication on security-related products and technologies, has been named 2009 Best Security Startup Company as part of the Global Product Excellence in Customer Trust Awards. This customer trust honor is the greatest endorsement to the fact that Purewire is ahead of the curve when it comes to the best-of-the-best products that can provide the highest level of Web security.

Deployed as a security SaaS, Purewire inspects outbound Web traffic for safety and compliance and analyzes Web site response traffic for malicious programs and untrustworthy users, offering unmatched protection against malicious people, places and things on the Web™. The [Purewire Web Security Service](#) provides high performance processing of Web traffic to protect users browsing the Web regardless of location or device, including [laptops](#) and [mobile devices](#). Purewire was founded by security industry visionaries and entrepreneurs Mike Van Bruinisse, Dr. Paul Judge and Mark Caldwell—all former executives and members of the original management team at messaging security industry leader [CipherTrust](#).

"In an interconnected world threats have no boundaries and security has to remain a prime requirement," says Rake Narang, editor-in-chief of *Info Security Products Guide*. "We are pleased to honor Purewire as winner for 2009."

"Since launching the general availability of our service in August of last year, and building on the momentum from DEMO conference where we debuted [PurewireTrust.org](#), we have seen significant company growth and industry recognition," said Mike Van Bruinisse, co-founder, president and chief operating officer of Purewire. "Being named Best Security Startup Company is an incredible honor. This award is an important validation of the Purewire Web Security Service as a valued tool for organizations that need to secure and control access to the Web and protect critical company information."

### **About Info Security Products Guide**

*Info Security Products Guide* is a media sponsor of RSA Conference 2009 and Technosium Executive Alliance Forums engaging Chief Information Officers (CIOs) and Chief Information Security Officers (CISOs). As a technology research and advisory publication, it plays a vital role in keeping decision makers and end-users informed of the choices they can make when it comes to protecting their digital resources. You will discover a wealth of information in this guide including tomorrow's technology today, best deployment scenarios, people and technologies shaping info security and independent product evaluations that facilitate in making the most pertinent security decisions. The *Info Security Products Guide* awards recognize and honor excellence in all areas of information security. To learn more, visit [www.infosecurityproductsguide.com](http://www.infosecurityproductsguide.com) and stay secured.

**About Purewire, Inc.**

Headquartered in Atlanta, Purewire secures business and social interactions on the Web. Founded by veteran security industry entrepreneurs, the company offers Web security-as-a-service to increase ROI and lower the total cost of security for businesses. Purewire is the only vendor that addresses the complete Web security threat landscape, providing unique algorithms and scalable services to protect users from malicious people, places and things on the Web™. For additional information, please visit [www.purewire.com](http://www.purewire.com).

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