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RED HERRING SELECTS PUREWIRE AS ONE OF THE TOP 100 PRIVATE TECHNOLOGY COMPANIES IN NORTH AMERICA

Web Security SaaS Leader Wins Red Herring 100 Award

ATLANTA—May 19, 2009—[Purewire, Inc.](#), a SaaS-based secure Web gateway vendor that protects business and social interactions on the Web, was honored recently by Red Herring magazine as one of the top 100 fastest-growing private technology companies in North America. Purewire joins the ranks of companies like Google, Yahoo!, eBay, Skype, Salesforce.com, YouTube and Twitter—winners of the [Red Herring 100 award](#) that are changing the way people live and work.

“In today’s uncertain economy, IT budgets are continuously slashed, yet security remains a significant concern for anyone accessing the Web,” said Mike Van Bruinisse, president and CEO of Purewire. “To be selected as a member of the Red Herring 100 validates the hard work the Purewire team has done to meet demand by offering a cost-effective, easy-to-deploy Web security service that protects users browsing the Web. Red Herring’s recognition of Purewire is a testament to the company’s innovation and strong momentum, and reiterates the fact that our customers remain our top priority.”

[Purewire](#) is the only vendor that addresses the complete Web security threat landscape, to protect users from where they are going, what they are downloading and potentially malicious people with whom they are interacting. The [Purewire Web Security Service](#) is deployed as a multi-tenant SaaS-based secure Web gateway that sits between a company’s network and the Internet to protect the users as they conduct business-critical activities on the Web.

The Red Herring editorial team selected the most innovative companies from a pool of 1, 200. The nominees are evaluated on quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.

The Red Herring honor is the latest in a series of accolades Purewire has earned for its technology and corporate success. Most recently, Purewire was recognized as a [Top 10 Most Innovative Company at RSA Conference](#); [Gartner “Cool Vendor”](#); DEMO 2009 [DEMOgod](#); [2009 Best Security Start Up from Info Security Products Guide](#); and Finalist for the 2009 SC Magazine Awards for [Rookie Security Company of the Year](#). For a complete listing of honors and accolades, please visit <http://www.purewire.com/awards>.

About Red Herring

Red Herring is a global media company uniting the world's best high technology innovators, venture investors, and business decision-makers in a variety of forums: a leading innovation magazine; an online daily technology news service; technology newsletters, and major events for technology leaders around the globe. Red Herring provides an insider's access to the global innovation ecosystem, featuring unparalleled insights on the emerging technologies driving the economy.

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.

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