

Corporate Fact Sheet

Headquarters:	Purewire, Inc. 14 Piedmont Center NE, Suite 850 Atlanta, GA 30305
Company:	<p>Purewire™ secures business and social interactions on the Web, keeping the Web a place where users can be productive and safe. While advances such as social networking sites like Facebook, Web applications like Twitter and Flickr, and commerce sites like Craigslist and eBay are growing in popularity, the threats to end users also are rising. Purewire brings safety and trust back to these platforms and protects users from malware, phishing, identity theft, and other harmful activity online. 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™. Purewire's massively scalable, multi-tenant service infrastructure to ensure end users notice no delay when accessing the Web, while at the same time providing the highest level of security in the industry.</p> <p>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, which was purchased in 2006 by Secure Computing Corporation.</p>
Mission:	To address the exponential spread of malicious people, places and things on the Web and make the Web a safer and more productive environment for corporate and casual end users.
Approach:	As dynamic rich media and user-generated content enhance the user experience on the Internet, the dangerous threats facing the enterprise network are becoming equally robust. The Web is the new threat vector of choice for hackers and cybercriminals to distribute malware and perpetrate identity theft, financial fraud and corporate espionage. This problem can be organized into three categories: Malicious People, Places and Things on the Web. Dangerous <i>people</i> running scams and stealing identities; dangerous <i>places</i> appearing at the rate of one new domain each second; and dangerous <i>things</i> like malicious links embedded in otherwise safe, well-known Web sites. Traditional URL filtering databases and signature-based malware detection can't keep up with the pace. Ultimately, the gaps in today's enterprise security leave organizations vulnerable to compromise, which can be costly to fix. The constantly evolving threats demand a new approach to security, including comprehensive protection for every Web connection into or out of the enterprise. Purewire's comprehensive approach is unique in the industry and critical in today's dynamic Web environment when more users are engaging in communication, collaboration and commerce online – from your corporate network.
Service:	<p>The Purewire Web Security Service integrates sophisticated technology and analysis to bring the highest levels of security, performance and control to Web users in the office or on the go—and trust back to the Web.</p> <p>The Purewire Web Security Service is deployed as a SaaS-based Secure Web Gateway that sits between a company's network and the Internet to protect the company's users as they conduct business-critical activities on the Web. Purewire inspects outbound Web traffic for safety and compliance, and analyzes response traffic for malicious programs and untrustworthy users.</p> <p>Administrators manage and monitor the Purewire service using an intuitive Web-based interface that provides a blend of enterprise-ready and usability features such as directory integration for group- or individual- based policies, pre-defined security policies, and a wealth of security, compliance and usage reports.</p>
Customers:	Purewire's customers include both large and small enterprises—including several Fortune 1000 companies— looking to increase the security, performance and control over their Internet usage.

Why Purewire?

- Save +40% of what's being spent on current URL filtering solutions
- Control budgets by moving capital expenditures to operational expenses
- Increase security beyond URL filtering with best-of-breed Web malware protection
- Protect and control remote users accessing the Web via laptops and/or mobile devices
- Gain visibility & control on employee Web browsing, file transfer & application use
- Reduce energy-related operating expenses and the carbon footprint
- SaaS makes it simple – make the switch for no additional cost
- Free-of-charge, risk-free 15-day trial. Try us today!

Complete protection against malicious People, Places and Things on the Web™

People: Who is on the other end of a Web transaction? As more people gather online for communication, commerce and collaboration, scammers are taking note.

Places: A new domain joins the Web every second, providing unlimited opportunities for malware to spread via sites unknown to URL filters.

Things: Embedded objects, script-based attacks, malicious links and virus-laden file downloads make surfing Web 2.0 a game of digital Russian roulette.

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Core Technologies: **People:** User Analyzer™
Places: Dynamic Response Classifier™, Compliance Enforcer™
Things: Threat Analyzer™
Infrastructure: Purewire Elastic Proxy Platform™, Purewire Webcelerator™

Leadership:
Steve Raber – Executive Chairman
Mike Van Bruinisse – Co-Founder, President, Chief Executive Officer
Dr. Paul Judge – Co-Founder, Chief Technology Officer
Mark Caldwell – Co-Founder, Vice President of Sales
Carolyn Zelnio – Chief Financial Officer
Brad McArthur – Vice President of Operations
Mary Catherine Petermann – Vice President of Marketing
Chris Tilton – Vice President of Marketing Programs
Brad Burkle – Vice President of Channels and Alliances
Lamar Willis – Vice President of Engineering

Recent Honors: Purewire has received a landslide of industry and product recognition. Most recently, Purewire has been named a [Gartner "Cool Vendor"](#); one of Network World's [Top 10 IT Security Companies to Watch](#); Red Herring 100; SC Magazine's Finalist for [Rookie Security Company of the Year](#); InfoSecurity Products Hot Security Startup for 2009; Information Week's [Startup of the Week](#); eWEEK's [Top 10 Security Stories of 2008](#); DEMO 2009 [DEMOgod](#); VentureBeat's [Top 5 Best of DEMO](#); eWEEK Lab's [Top 10 Best Products at DEMO](#); TechRadar's [Top 10 Best of DEMO Day 2](#); Tech Journal South's Tech50; Information Week Startup50 Finalist; and the Technology Association of Georgia's [Top 10 Innovator](#) and Top 40 Most Innovative Companies.

Recent Press: DEMO 2009 Wraps Up – Business Week
http://www.businessweek.com/the_thread/techbeat/archives/2009/03/demo_2009_wraps.html?campaign_id=rss_blog_techbeat

Purewire Shows off Web Reputation System – CNET
http://news.cnet.com/8301-1023_3-10186651-93.html?tag=mncol:txt

Cyber Monday Opens Door to Scams – USA Today
http://www.usatoday.com/money/industries/technology/2008-11-30-cyber-monday-scams_N.htm

Cybercriminals Gear Up – SC Magazine
<http://www.scmagazineus.com/Cybercriminals-gearing-up-for-Cyber-Monday/article/121597/>

The Dangers of Web Access – Internetnews.com
<http://www.internetnews.com/security/article.php/3793996>

Surge in Web traffic expected for Obama inauguration – USA Today Technology Live Blog
<http://blogs.usatoday.com/technologylive/2009/01/surge-in-web-tr.html>

Purewire scours the Net to keep the bad guys out – TechView Atlanta
<http://www.purewire.com/press/TechViewAtlanta/index.html>

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