



**EMBARGO until 9 a.m. PDT, April 9, 2008**

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### **BitArmor joins Microsoft's SecureIT Alliance**

**SAN FRANCISCO, RSA CONFERENCE, April 9, 2008** — BitArmor™, a leader in data control software that helps corporate executives protect and manage sensitive data throughout their organizations, today announced that it has become a member of Microsoft's SecureIT Alliance. As a member of the Alliance, BitArmor joins with information security industry leaders in working together to improve the protection of business-critical and sensitive data.

Microsoft's SecureIT Alliance is designed to provide members with the latest Microsoft platform information to assist in the development of innovative new security solutions. The Alliance supports these objectives:

- Increase customer awareness of available security products, solutions, and strategic partnerships;
- Promote industry partner collaboration to develop new enhanced security solutions;
- Provide a private forum for members to receive platform disclosure information from Microsoft; and
- Enable a collaborative way to address secure-code best practices, interoperability, and integration.

BitArmor has taken a leading role in helping companies protect their corporate-critical data from unauthorized access, both on and off the network. BitArmor DataControl™ provides defense-in-depth data protection and policy-based data management capabilities for sensitive data on Windows-based systems, enabling companies to control their data at rest or in-flight. DataControl, which includes advanced full disk encryption (FDE), persistent file encryption (PFE), removable media protection as well as data management capabilities, is designed from the ground up with a focus on layered security. This has enabled BitArmor to stay ahead of potential security threats, such as the recently discovered "Cold Boot Attack," as reported by researchers at Princeton University.

"The entire realm of information security is an industry-wide challenge, so it makes sense for us to work together," said Gerry Albert, Managing Director of SecureIT Alliance from Microsoft. "Microsoft continues to reach out to industry partners such as BitArmor, through the Alliance and other means, so that we can

promote interoperable and secure products through improved collaboration. We welcome BitArmor's participation in the Alliance, further expanding the Microsoft security ecosystem."

"Microsoft is to be commended for bringing the industry's top vendors together to address common security challenges. Emerging threats like Cold Boot Attacks point out how important it is to remain vigilant and develop solutions that are secure by design," said McGregor. "We are pleased to be part of the SecureIT Alliance, and we look forward to collaborating with this elite group of security companies, and bringing thought leadership and tangible solutions to pressing security issues."

### **About BitArmor**

BitArmor offers DataControl™, powerful new software that provides a faster, easier, more cost-effective way to protect and manage sensitive data throughout any organization. Unlike traditional solutions that only deal with information at specific points in the system, BitArmor DataControl software takes a defense-in-depth approach, attaching a Smart Tag™ directly to the data *itself* — a tag that travels *with* the data and allows you to secure, track, and control it regardless of where it is stored or sent. BitArmor helps companies protect valuable data assets, achieve regulatory compliance, and manage data throughout its functional lifecycle. More information is available at [www.bitarmor.com](http://www.bitarmor.com), or by calling 412.682.2200.

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