

Secured eMail unveils new corporate identity as Cryptzone

Providing Data Leak Prevention through an integrated Simple Encryption Platform

Gothenburg, Sweden, Sept 4th 2007

Founded as Secured eMail in 2003, the company introduced the market's most user friendly and applicable email encryption solution with a single button "send secured" approach. Following the success of this first simple email encryption application, customers demanded the same ease of use, high performance, scalability and reliability for all sensitive data and not only email. As a result, the company has developed a completely integrated encryption suite coined the Simple Encryption Platform (SEP). This exciting development of the company's platform means that the company's name does not reflect the current broad range of data leak prevention solutions.

The new name - **Cryptzone** - is a first step in re-branding the company with its proven leadership in practical and applicable encryption solutions for companies of all sizes. The Cryptzone brand communicates the company's core competence delivered through the centrally managed Simple Encryption Platform (SEP). Cryptzone today offers an encryption solution with modules available to secure email communication as well as securing data on hard drives, USB memory sticks, and granular data in files and folders. SEP enables organizations to integrate all security policies centrally, and deploy new encryption applications in a phased approach both quickly and easily. Cryptzone provides enterprises with a set of applications, middleware, and centralized server-based management to address data leak prevention issues.

"A change of business name and brand was indeed necessary" explains Peter Davin, CEO of Cryptzone, "Our new name better reflects our complete security offering. As we pursue our growth strategy under the Cryptzone brand, we continue to look for ways to offer new products and services that add value for our customers and create value of Cryptzone".

About Cryptzone:

Cryptzone is a recognized leader in data leak prevention solutions that secure data at rest and in transit. Its mission is to provide security technology that people actually can and will use, thereby increasing the overall data protection and minimizing data leaks. Cryptzone helps users secure email, files, folders, disks, USB sticks and mobile terminals without forcing users to change the way they work, while giving IT departments' complete control of user rights. The company has offices in Gothenburg, Sweden, New York, US, and Mannheim, Germany. For more information about Cryptzone and the company's portfolio of encryption solutions, visit www.cryptzone.com.

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