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CORETRACE UNVEILS THE FUTURE OF ANITVIRUS—BOUNCER 4.0 WITH “TRUSTED CHANGE”

For the First Time Ever, IT Teams Are Not Forced to Choose Between Security and Flexibility—The Most Secure Application Whitelisting Solution Is Now The Easiest to Manage, Too

DEMO CONFERENCE, San Diego, Calif. – SEPTEMBER 8, 2008 – [CoreTrace](#), a provider of application whitelisting solutions, today unveiled BOUNCER 4.0 with Trusted Change to provide easy, immediate and ongoing endpoint control at the lowest total cost of ownership. With BOUNCER 4.0, IT professionals no longer have to choose between security and flexibility. BOUNCER's proven track record against malware (see related release dated August 14, "CoreTrace's Application Whitelisting solution stops 100% of computer viruses during DEFCON 16 "Race to Zero" competition") is now combined with Trusted Change capabilities that allow users to add or upgrade applications without requiring IT to create new policies every time.

Given the sheer volume and sophistication of today's malware, traditional blacklist-based antivirus offerings are no longer effective for endpoint security. By only allowing approved ("whitelisted") applications to execute, application whitelisting solutions eliminate the damage caused by all other applications that are not allowed to run, including malware and unauthorized applications.

By lowering security risks, operational impacts and compliance exposures, application whitelisting solutions have the potential to dramatically reduce the cost of maintaining endpoint computers. However, the cost reductions are only obtainable if the solution can effectively and simply handle changes on an ongoing basis. Leveraging its unique and patented infrastructure, BOUNCER 4.0 is the only solution that securely allows changes and delivers maximum savings.

"Application whitelisting solutions address shortcomings in antivirus and other signature-based approaches that can't keep up with the explosion in malware variants and the increases in targeted attacks," said Neil MacDonald, vice president and Gartner fellow. "The key to a successful application whitelisting implementation is the capability to automate the exception management process because users will always request exceptions, and updates to applications will always occur."

Using wizards in the BOUNCER Control Center, desktop and server administrators quickly establish the sources of trusted change. Out of the box, BOUNCER's trust models include trusted updaters, trusted applications, trusted paths / network shares and even trusted users. Once these trust models are established, users and automated application delivery vehicles like patch management systems can add or update applications without requiring IT to create another policy each time. As a result, only BOUNCER can deliver on the promise of completely secure

application whitelisting without crushing IT under the administrative burden of managing change on a one-off basis.

"Without Trusted Change, an application whitelisting solution is simply an inflexible lockdown technology that users and IT will rebel against," said Toney Jennings, president and CEO, CoreTrace. "BOUNCER 4.0 with Trusted Change is the only solution that provides the benefits of whitelisting in an IT and user-friendly manner. The result is computers that simply run as they were intended."

Selected from hundreds of emerging technologies, CoreTrace is one of 72 companies chosen to preview at the annual DEMO conference, a premier event that identifies cutting edge companies and products.

"DEMO is renowned for identifying technologies that will disrupt current markets," said Chris Shipley, executive producer of the DEMO Conferences. "CoreTrace's BOUNCER fundamentally changes the antivirus game. Gone is the need to chase the latest virus or rapidly implement security patches. With BOUNCER, even never-before-seen malware is eliminated and computers run as they were originally intended to run."

BOUNCER with Trusted Change will be demonstrated on the DEMO stage at 4:25 p.m. PDT on Monday, September 8, 2008.

For more information on CoreTrace, visit www.coretrace.com. To experience a live demonstration, visit pod #42 at the DEMO Conference.

BOUNCER with Trusted Change is available now for purchase. Pricing varies depending upon volume purchased and begins at \$50 per desktop.

About CoreTrace

CoreTrace develops and sells the most secure and flexible application whitelisting solution, BOUNCER™. BOUNCER stops all unauthorized applications and malware—even zero-day exploits, rootkits and buffer overflow attacks—by only allowing whitelisted applications to execute. BOUNCER'S patent-pending "Trusted Change" enables users to safely customize their computers with the exact applications they need—without requiring IT to create new policies every time. The result is improved security and more productive users at a lower total cost of ownership.

CoreTrace is a privately held company based in Austin, Texas. For more information about CoreTrace, please visit: www.CoreTrace.com.

About DEMOfall

Produced by Network World Events and Executive Forums, the semi-annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E*Trade, Handspring, and U.S. Robotics, helping them to secure venture funding, establish critical business relationships, and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information, visit www.demo.com.