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PineApp Named 'Product of the Year' Finalist for AeA High-Tech Innovation Awards

Mail-SeCure Protects Organizations of All Sizes from Both Targeted and Non-Targeted Email-Related Threats

IRVINE, Calif.--(BUSINESS WIRE)--PineApp™, a global leader in securing networks and email systems, announced today that its Mail-SeCure perimeter security appliance has been named a 2008 AeA High-Tech Innovation Awards' finalist for 'Product of the Year' in the Systems Hardware category.

The 15th Annual High-Tech Innovation Awards will be presented at the Hyatt Regency Irvine on April 29, 2008. The awards recognize local companies, individuals and products in the technology field that drive innovation in Orange County.

“We are excited that PineApp is a finalist for the 15th Annual AeA High-Tech Innovation Awards,” said Don Hicks, executive director, AeA Orange County Council. “We greatly appreciate the participation of the Orange County and Inland Empire technology community. Congratulations to all of this year’s finalists.”

PineApp’s award winning Mail-SeCure platform is an advanced anti-spam and email security appliance that combats evolving email-based threats such as botnets, image and MP3-based spam and sophisticated virus attacks. Mail-SeCure provides unrivaled email security with the integration of five anti-virus engines -- three signature based, one heuristic based and one zero-hour detection mechanism -- along with 11 anti-spam engines. This approach protects against targeted threats such as Mail-bombing, DoES and Backscatter, as well as non-targeted threats including viruses, spam, worms and Trojan-horses.

In addition to the awards, AeA Orange County will recognize educators and students for their innovative use of science, math and technology in the classroom and the community in conjunction with Project Tomorrow, the nation’s leading education nonprofit group focused on preparing today’s students to be tomorrow’s innovators.

“We are honored to have Mail-SeCure be recognized as an influential security product by a distinguished organization like the AeA,” said Jacob Fox, PineApp Corp. president and CEO. “This nomination validates our

drive to provide the best perimeter security appliance available on the market. Our customers can rest assured that PineApp will continue to advance the state of mail security with innovative product enhancements and features. This award truly validates the value of Mail-SeCure.”

About PineApp

PineApp is a leader in securing networks and email systems and offers comprehensive appliance solutions for small, medium and large organizations. Founded in 2002 as a spin-off of a security specialist company, PineApp is headquartered in Israel, with branch offices in the UK, US, Spain, Italy, France, Russia and South Africa. In the past five years PineApp has specialized in email and content security systems and already has significant presence in more than 50 countries. Further information can be found at: www.PineApp.com.








About AeA

AeA is the largest high-tech trade association in the U.S. and represents all segments of the technology industry. Our mission is to help our member companies grow and improve their business. Internationally, AeA represents 2,500 companies with 1.8 million employees. In Orange County & the Inland Empire, AeA represents 140 member companies with worldwide revenue of more than \$8 billion and more than 160,000 employees in the United States and globally. Information on the Orange County & Inland Empire Council can be found at www.aeanet.org/orangecounty.

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