

PineApp Ltd. Positioned in the Niche Player Quadrant for E-Mail Security Boundaries Magic Quadrant

Evaluation Based on Completeness of Vision and Ability to Execute

Tallahassee, Florida, October 6th, 2008 – PineApp Ltd., a leading provider of email and network security appliances, today announced that the Company has been positioned by Gartner, Inc. in the September 2008 ‘Magic Quadrant for E-Mail Security Boundaries’ report in the “Niche Players” Quadrant.

According to the quadrant, the e-mail security market, estimated at \$1.2 billion in 2007, is “rapidly maturing, yet continues to show strong growth and remains a "must have" security purchase.” Moreover, “there are several indications that demand will continue. Spam volumes continue to grow (estimated at more than 90% of e-mail in North America), threats are escalating and outbound compliance initiatives drive further spending”.

“We consider our positioning in the Gartner quadrant to be confirmation of PineApp’s growing visibility and presence in global markets. We believe it enables us to further our mission and provide our customers improved network and business performance,” said Hezi Erez, CEO of PineApp Ltd. “We continue to expand and invest in R&D while we execute our product roadmap. The upcoming launch of PineApp’s Archive-SeCure and Encryption appliances will deliver products that touch the heart beat of today's market, keeping our finger on the pulse of the IT security industry and further enhancing our market position.”

For enhanced network security, PineApp also offers Surf-SeCure, an in-line, real-time filtering appliance for internet-based threats and web surfing policy management. Additionally, PineApp’s SeCure-SoHo offers a complete all-in-one security solution for small businesses. For more information, please visit www.pineapp.com.

About PineApp

PineApp™, a leader in securing networks and email systems, offers comprehensive appliance solutions for small, medium and large organizations. Since its founding in 2002, PineApp has specialized in email and content security systems and already has significant presence in more than 50 countries with offices in Israel, US, Canada, UK, Italy, Spain, France, Russia, and Singapore.



PineApp has established itself as a pioneer in the development of unique and innovative technologies to fight the different threats that exploit email systems. As a result, PineApp has become a leading supplier of comprehensive appliance based security solutions for email systems, suitable for organisations of all sizes from small offices to large enterprises.

About the Magic Quadrant

The Magic Quadrant is copyrighted 2008 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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