

## PineApp sets up UK company to drive email security business

4 February 2008 — PineApp™ has set up a UK company and is expanding its operations to accelerate the sales of its advanced appliance-based anti-spam and email security solutions to the broad SMB to corporate market. PineApp UK Ltd is headed up by Steve Cornish, the UK sales and marketing director.

PineApp has pioneered the development of innovative technology to combat growing email based threats including botnets, image and MP3 based spam and sophisticated virus attacks. Its flagship product **Mail-SeCure** integrates five anti-virus engines – three signature based, one heuristic based and one zero-hour detection mechanism – along with eleven anti-spam engines.

“Spam remains a major problem and the only way to protect against trends such as botnets and image spam is to use security solutions that are capable of detecting and classifying malicious activity in real-time,” says Steve Cornish. “PineApp offers competitively priced products with good reseller margins that deliver this level of protection and are ideally suited to all markets from corporate to SME. Setting up PineApp UK demonstrates the commitment to our channel and end user customers and will allow us to rapidly expand PineApp’s market share in the UK.”

PineApp’s **Mail-SeCure** perimeter security appliance protects against targeted threats such as Mail-bombing, DoES and Backscatter, as well as non-targeted threats including Viruses, Spam, Worms and Trojan-horses. PineApp **Surf-SeCure** provides an in-line, real-time filtering system for internet-based threats and enforces surfing policies, while **SeCure-SoHo** offers a complete all-in-one security solution for small businesses.

“Spam reached staggering levels of up to 96% of total Internet traffic in 2007 largely thanks to the arrival of sophisticated botnets such as Storm that have proved resilient to most anti-virus and anti-botnet measures,” says Cornish. “But Storm is still set to unleash more havoc in 2008 and we believe that PineApp can play a major role in helping companies protect themselves from these serious threats.”

### **About PineApp**

PineApp is a leader in securing networks and email systems and offers comprehensive appliance solutions for small, medium and large organisations. 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.