

PineApp Appoints RADirect to its US Distributor

(Irvine, CA – January 16, 2008) PineApp Corp., a global leader in securing networks and email systems announced today that effective January 1, 2008 RADirect, the North American direct sales branch of RAD Data Communications, is the exclusive US distributor of PineApp's sophisticated email security and anti-spam appliances. RADirect has been a reseller of PineApp security solutions since December, 2006.

"We have been extremely pleased with RADirect's performance as a top reseller of PineApp's line of products," said Jacob Fox, President and CEO of PineApp Americas. "We are confident that this ramped up business relationship will benefit our many customers, resellers as well as both parties."

RADirect will now stock PineApp solutions in its inventory and provide logistical support to the companies' US reseller base.

According to RADirect President Uri Zilberman, "This step marks a welcome, logical progression in the successful alliance enjoyed by PineApp and RADirect. We are very happy about this opportunity to expand the relationships with PineApp and their resellers in the growing email security market."

About RADirect

RADirect is the North American direct sales branch of RAD Data Communications, a worldwide leader in network access solutions. Founded in 2000, RADirect's offices are located in Mahwah, New Jersey. RADirect's portfolio includes a carefully-selected line of "best-in-breed" products and solutions from other vendors that complement its RAD offerings and help deliver a more complete solution to customers.

For more information, please visit www.rad-direct.com

About PineApp

PineApp, a global leader in securing email systems, offers comprehensive appliance solutions for small, medium and large organizations. Founded in 2002, PineApp has corporate headquarters in Nesher, Israel, and North American headquarters in Irvine, California with additional offices in the US, UK, Israel, Italy, Russia, South Africa, Spain and France.

A pioneer in developing unique and innovative technologies to fight Internet and email threats, PineApp has a significant presence in more than 50 countries on six continents. PineApp's customers benefit from the most advanced email and content security solutions on the market, backed by unparalleled technical support.

For more information, please visit www.pineapp.com