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DATAGUISE DGDISCOVER™ PRODUCT LICENSED BY APPLICATION SECURITY, INC. TO EXPAND CROSS PLATFORM DATABASE SECURITY, RISK, AND COMPLIANCE SOLUTIONS

AppSec to Deliver Next-Generation Sensitive Data Discovery Solutions as Part of Strategic OEM Relationship with Dataguise

New York, NY and Fremont, CA, September 20, 2010 – Dataguise™

(<http://www.dataguise.com>), a leading innovator of security solutions for protecting sensitive data across the enterprise and Application Security, Inc., today announced that the company has joined Application Security, Inc's Data Security Alliance (DSA) and that its DgDiscover™ product has been chosen by AppSec to expand its database security, risk, and compliance solution portfolio. Critical for organizations concerned with meeting data protection and compliance requirements, the sensitive data discovery solution by Dataguise helps prevent data breach events that can directly affect revenue, goodwill, profitability and marketplace performance.

Under the arrangement, AppSec will provide and support Dataguise sensitive data discovery technology for current and future enterprise customers as part of the company's DbProtect™ database security risk and compliance (SRC) solution portfolio. The complementary technology will allow AppSec users, including government agencies and commercial organizations, to search for and identify sensitive data residing in both production and non-production environments.

“Sensitive data discovery should be a cornerstone of any data security strategy,” said Josh Shaul, Vice President of Product Management of AppSec, Inc. “In teaming with Dataguise we are delivering next-generation technologies in this area to ensure our customers are not only secure but can easily meet IT auditor requirements for regulatory compliance.”

“Through this relationship with AppSec, we will continue helping organizations remove the manual, error-prone and risk-laden processes once a part of locating and protecting sensitive data,” said Allan Thompson, EVP of Operations at Dataguise. “Our technologies complement AppSec’s offering well and integrate seamlessly for maximum visibility of sensitive data and protection of precious information assets.”

Availability

Dataguise Sensitive Data Discovery is available immediately from AppSec. Pricing is based on configuration and environment. Contact sales@appsecinc.com for more information.

Tweet this: Dataguise adopted by AppSec to expand cross platform database security, risk, and compliance solutions

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About Dataguise

Dataguise offers automated and advanced database security solutions to help ensure regulatory compliance and protect against data theft. Dataguise DgDiscover focuses on sensitive data discovery and classification across the enterprise and the company’s DgMasker product solution provides secure masking of database content with unprecedented flexibility and functionality across heterogeneous environments. For more information, call 510-824-1036 or visit www.dataguise.com

About Application Security, Inc. (AppSec)

AppSec is the leading provider of database security, risk and compliance (SRC) solutions for the enterprise. AppSec’s agentless approach - AppDetectivePro for auditors and IT advisors, and DbProtect for the enterprise - delivers the industry’s most scalable database SRC solution and is in use around the world in the most demanding environments by over 2,000 customers. The company was named to Inc. Magazine’s 2007 (Inc. 500) and 2008 list of America’s Fastest

Growing Private Companies, and was also named to the 2008 Deloitte Technology Fast 50 by Deloitte & Touche. www.appsecinc.com

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About the *Data Security Alliance*™ (DSA)

AppSec's Data Security Alliance (DSA) facilitates successful database security, risk, and compliance through the delivery and integration of complementary products. The alliance enables organizations to take an extensible data-centric approach to protecting sensitive data. The aim of the alliance is to increase awareness of data security challenges, deliver complementary solutions to address those challenges, encourage product integration, and demonstrate repeatable models for enterprise database security.

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