



FOR IMMEDIATE RELEASE

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**DATAGUISE ANNOUNCES ENTERPRISE SECURITY INTELLIGENCE FOR DATA PRIVACY  
AT GARTNER SECURITY & RISK MANAGEMENT SUMMIT 2011**

***Company Showcases Next Generation Database Security Technology to  
Protect From Threats to Sensitive Enterprise Data***

**Fremont, CA, June 20, 2011** – Dataguise (<http://www.dataguise.com>), a leading innovator of enterprise data privacy solutions, will introduce its latest generation of database security solutions for sensitive data discovery, masking and sensitive data risk management at the Gartner Security & Risk Management Summit in Washington D.C., June 20-23, 2011. At the Summit, Dataguise will unveil DgSuite™ 3.5, proactive risk-based enterprise security intelligence and solutions for transparently securing personally identifiable information (PII), payment card industry (PCI) data, information covered by HIPAA regulations and other similar sensitive data located in structured database repositories across distributed enterprise environments.

“The Gartner Summit presents an important industry opportunity across security disciplines, bringing together experts to exchange ideas and best practices that address the industry’s biggest data privacy challenges,” said Allan Thompson, EVP, Operations, Dataguise. “At this year’s event, we are pleased to showcase the latest technology for identifying enterprise data at risk and providing solutions to find and protect the data from both insider and external threats.”

At this year’s Summit, Dataguise will introduce DgSuite 3.5 featuring DgDashboard™ for actionable intelligence that enables executives, information security professionals, compliance and infrastructure managers to better understand shared responsibilities for protecting data. The new solution also includes DgDiscover™, automating the identification, categorization and periodic review of sensitive data holdings. High performance Masking on-Demand™ with DgMasker™ transparently protects data in non-production

and business analysis environments. Dataguise customers range from mid-tier healthcare providers to large banking and financial services organizations, federal agencies and institutions of higher education.

Please join Dataguise at booth #34 for a chance to:

- Discover how Dataguise solutions support regulatory and corporate security compliance, improve operational efficiency and minimize business risk.
- Learn how to better manage and streamline security processes in non-production environments.
- Discover how Dataguise solutions provide actionable intelligence in heterogeneous IT environments, enabling the enterprise-wide identification and protection of sensitive data.

The Gartner Security & Risk Management Summit 2011 is a leading conference and meeting place for IT and business executives responsible for creating, implementing, and managing a proactive and comprehensive IT strategy for information security, risk management, compliance, business continuity management, IT disaster recovery, and business resiliency. This summit brings together all the issues related to infrastructure protection, governance, risk management, compliance, business continuity, disaster preparedness, response and recovery to discuss the challenges and solutions in these areas. The Summit includes more than 150 drill-down sessions presented by 47 Gartner analysts as well as analyst-moderated user roundtables, workshops, user case studies and workshops.

**Tweet this:** @Dataguise Announces #EnterpriseSecurityIntelligence for #DataPrivacy at #GartnerSecurity & Risk Management Summit 2011 in Washington D.C.

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### **About Dataguise**

Dataguise helps organizations safely leverage their enterprise data with a comprehensive risk-based data protection solution. By automatically locating sensitive data, transparently protecting it with high performance Masking on-Demand™, and providing actionable intelligence to managers, Dataguise improves data risk management, operational efficiencies and regulatory compliance costs. For more information, call 510-824-1036 or visit [www.dataguise.com](http://www.dataguise.com)

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