



Contact Dataguise:

Joe Austin
Ventana PR
(818) 332-6166

Joe.austin@ventanapr.com

Contact Security Innovation Network:

Catherine Kaliniak
(703) 917-9237

ckaliniak@security-innovation.org

**DATAGUISE CHOSEN AS A BEST-OF-CLASS PROVIDER TO PRESENT AT SINET
SHOWCASE 2010 IN WASHINGTON, D.C.**

SINET Showcase Brings Together Leaders in Cybersecurity to Collaborate

Fremont, CA, October 06, 2010 – Dataguise™ (<http://www.dataguise.com>), a leading innovator of security solutions for protecting sensitive data across the enterprise, has been selected to present its innovative data masking and sensitive data discovery solutions during the Security Innovation Network™ (SINET) Showcase 2010 on October 27 in Washington, D.C. SINET, an organization focused on advancing Cybersecurity innovation through public-private collaboration, offered early-stage and emerging growth companies an opportunity to apply to present their Cybersecurity solutions at the SINET Showcase.

More than 130 companies applied to address leaders in Cybersecurity during the SINET Showcase and Dataguise was one of only twenty promising security solutions providers chosen. The companies went through a two-step evaluation and selection process conducted by a committee of prominent technology industry leaders. At the event, Venkat Subramanian, VP, Engineering for Dataguise will present on October 27 to an audience of representatives from the federal government, private industry, system integration, research institutions, venture capital and investment banking communities. Dataguise will also be featured at an exhibit station throughout the day.

Subramanian will present on leveraging enterprise data without compromising sensitive information by automating the identification, categorization and periodic review of sensitive data holdings in databases, fileshares and SharePoint servers. Integrating such automation to transparently protect and deliver enterprise-wide reporting for production data used in development, test, QA and business analysis provides actionable intelligence. This new insight is valuable for information security, compliance and infrastructure managers seeking to better understand the shared responsibilities for protecting data. Products that deliver this protection and intelligence provide better risk management, operational efficiency and reduced regulatory compliance costs.

“The quality of the responding companies to our Call for Presentations was exceptional, which made the selection of only twenty very challenging for the selection committee. We are confident that by raising awareness of Dataguard and the other 19 companies, they will have a significant impact on our high-level audience at SINET Showcase. Our goal is to help match these ‘best of class’ companies with the security needs of the Federal civilian, defense and intelligence agencies and the commercial sector,” said Robert Rodriguez, Chairman and Founder of SINET.

To learn more and to register for the SINET Showcase on October 27 and the half-day SINET Workshop on October 26, go to www.security-innovation.org/showcase.htm. The SINET Showcase and Workshop are being held at the National Press Club in Washington, D.C. The SINET Showcase and Workshops are supported by the U.S. Department of Homeland Security, Office of Science & Technology and public and private sponsorships.

About the Security Innovation Network™ (SINET)

The Security Innovation Network was created to increase collaboration between public and private sectors in the U.S. with the goal of accelerating innovation in security technology, practices and implementation. The SINET, founded by former Secret Service Agent Robert Rodriguez, focuses on advancing IT security innovation by promoting opportunities for collaboration between federal agencies, system integrators, innovators, entrepreneurs, venture capitalists, academics and scientists. To learn more about the Security Innovation Network, go to www.security-innovation.org.

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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

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