



FOR IMMEDIATE RELEASE

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**DATAGUISE TO HIGHLIGHT DATA SECURITY INTELLIGENCE
AND PROTECTION SOLUTIONS AT STRATA + HADOOP WORLD IN NYC**

***Company Continues Momentum with Next Generation
Privacy Data Protection for Big Data***

NEW YORK, NY, October 28, 2013 – Dataguise (<http://www.dataguise.com>), a leading innovator of data security intelligence and protection solutions, today announced that the company will showcase enhancements to its flagship data privacy solution, DG for Hadoop™, at the 2013 O'Reilly Strata + Hadoop World. The conference, which takes place October 28th through 30th at the New York Hilton Midtown in New York City, is a growing resource for training and information for data science and Big Data. During the event, Dataguise will preview DG for Hadoop™ version 4.4, providing enterprises with a next generation approach to ensure compliant detection and protection of sensitive data in Big Data environments.

Tweet this: @Dataguise demonstrates DG for Hadoop for Big Data Security and Compliance at Strata + Hadoop World - @strataconf

WHO: Dataguise

WHAT: *Sensitive Data Protection for Big Data: DG for Hadoop Version 4.4*

WHEN: October 28, 2013

WHERE: Strata + Hadoop World in kiosk #46 at the New York Hilton Midtown:

<http://strataconf.com/stratany2013/public/content/hotel>

Strata + Hadoop World provides the breadth and depth of expertise IT professionals expect from an industry leading event, with over 120 speakers, 100 presentations and events hosted by industry experts. Show attendees will find education and solutions for the most pressing data-related issues, with topics that include the development of data-driven businesses, leveraging Big Data strategies, managing data-

driven projects, understanding vendor solutions, making data matter with highly effective user experiences, using new interfaces for interactivity and visualization and avoiding risk with compliant data privacy strategies.

Dataguise DG for Hadoop version 4.4 will be previewed at Strata + Hadoop World, allowing enterprises to leverage Big Data while remaining compliant with privacy data regulations. DG for Hadoop evaluates data exposure and enforces the most appropriate remediation to protect companies from financial and brand damage. The Hadoop security and compliance solution by Dataguise is certified with major Hadoop technology providers, including Cloudera and MapR, and has strategic partnerships with Hortonworks, Compuware and IBM.

“Enterprises have realized the value of data-driven decision making and the power of in-depth analytics on large data sets,” said Manmeet Singh, CEO, Dataguise. “However, the use of advanced analytics is not without risk as it can expose the sensitive nature of data found in Big Data repositories. To support organizations that deploy these technologies in maintaining data privacy and compliance, Dataguise enables the detection and protection of sensitive data at every level. We look forward to showcasing use cases and validating the business advantages we provide at Strata + Hadoop World.”

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About Dataguise

Dataguise is the leading provider of data privacy protection and compliance intelligence for sensitive data assets stored in both Big Data and traditional repositories. Dataguise’s comprehensive and centrally managed solutions allow companies to maintain a 360 degree view of their sensitive data, evaluate their compliance exposure risks, and enforce the most appropriate remediation policies, whether the data is stored on premises or in the cloud.

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