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WatchGuard Technologies Slashes UTM Prices

Malaysia – 21 November 2007. – WatchGuard Technologies, Inc., the technology leader in unified threat management (UTM) solutions, announced today that through a series of innovative software breakthroughs, it has optimized the Firebox X Core 1250e and Firebox X core 750e UTM Network Security Appliances for throughput performance at nearly 1500Mbps and 750Mbps respectively, and cut the price by 25 per cent and 26 per cent respectively.

The run of ground-breaking pricing maneuvers mean WatchGuard has taken a substantial lead in price-performance over all comparable UTM network security appliances.

“As the technology leader in the UTM security space, WatchGuard is excited to tell our customers that superior security does not have to mean slowing down the speed of business or their networks,” said WatchGuard Sales Manager, Cheryl Tuquib.

“WatchGuard’s Firebox X Core is number one in its class for throughput speed, anti-virus speed, and overall price-performance due to its substantive code optimizations that increase throughput by as much as 500 per cent and our new and aggressive pricing structure.”

WatchGuard also delivers price-performance advantages of up to 5:1 over competing products – as was shown by comparisons of WatchGuard’s Firebox X Core packet filter throughput and anti-virus performance data with performance data published by Fortinet, Juniper, and SonicWALL.

“We have taken significant measures to eliminate the security-for-performance trade-off that has vexed the industry. WatchGuard customers can now enjoy the benefits of utilizing the most technologically robust UTM security solution on the

market at throughput levels unmatched in their class. Not only is our raw throughput outstanding, our anti-virus throughput – which includes our proxy technology and our anti-virus scanning – is higher than any published competitor figures in this class.”

Tuquib said the company expects to continue to grow and maintain its presence in the Malaysia UTM market – particularly within the SMB and growing enterprise market – as it releases new features and enhancements to the Firebox eSeries appliances and provides industry-leading solutions, services and support.

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MEDIA ADVISORY

WatchGuard: The Technology Leader in the UTM Security Appliance Space

Differentiating its UTM security solutions from the field, WatchGuard’s Firebox network security appliances use a proven application proxy firewall technology that is fundamentally more secure than appliances that rely on packet filtering as the base of their security solution. Packet filtering firewalls inspect only the bottom three to four layers of the OSI communication model (physical, datalink, network, and transport), leaving another three to four layers without any inspection, and thus vulnerable to exploitation. Using a powerful application proxy firewall technology, WatchGuard’s Firebox solutions inspect all seven

layers of the OSI communication model (including the session, presentation, and application layers that the packet filtering firewalls leave untouched.)

Because of the dramatic differences in how an application proxy firewall and a packet filtering firewall manage and inspect data, WatchGuard is able to offer protection abilities that competing vendors are unable to match. Among the leading vendors in the UTM space, WatchGuard provides the only UTM security appliance that can offer true proactive zero-day threat protection. Where other vendors react to known exploits through signature patches (which leaves their customers’ networks exposed until the exploits are identified and patched), WatchGuard’s

heuristic zero-day protection engine proactively guards against malicious attacks, including zero-day threats, where the vulnerability or virus has not yet been discovered. By providing an engine that pro-actively identifies and eliminates threats before they've been discovered en-masse, WatchGuard is able to offer users of its Firebox X UTM appliances true proactive zero-day threat protection.

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About WatchGuard® Technologies, Inc.

Since 1996, WatchGuard Technologies, Inc. has provided reliable and easy-to-manage security appliances to hundreds of thousands of businesses worldwide. The WatchGuard Firebox® X family of unified threat management (UTM) solutions provides the best combination of strong, reliable, and multi-layered security with the best ease-of-use in its class. All WatchGuard products are backed by the WatchGuard LiveSecurity® Service, an innovative support, maintenance, and education program. WatchGuard is a privately owned company, headquartered in Seattle, Washington, and has its Asia-Pacific regional headquarters in Singapore, with other offices in Hong Kong, Mumbai, Seoul, Shanghai, Sydney and Tokyo. For more information, please visit www.watchguard.com

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