



FOR IMMEDIATE RELEASE

## **Damballa, Inc. Wins Red Herring 100**

### ***Company Chosen for Prestigious Award Over Thousands of Applicants***

**ATLANTA – May 19, 2009** – Damballa, Inc., the only security company focused on protecting enterprises from bot-driven targeted attacks, today announced the company has won the 2009 Red Herring 100. To be selected as a Red Herring 100 winner or finalist is a mark of distinction and validates the problems solved by innovators like Damballa by placing a focus on the significance and difference these solutions make in their industries. Only 200 companies are chosen as finalists out of a pool of thousands. Of those finalists Red Herring selects 100 companies as winners.

“We are excited and honored to receive the distinction as a Red Herring 100 winner. As a winner it highlights the importance of addressing the issue of bot-driven targeted attacks, which have become very pervasive in enterprises today, and recognizes Damballa’s uniqueness in protecting organizations from these attacks,” said Steve Linowes, CEO, Damballa. “Botnets are the platform for online crime today, and Damballa is committed to offering enterprises the most effective approach to securing their networks against bot-driven attacks while enhancing the current security infrastructure they have in place. It is nice to have our efforts and consistent growth recognized in the industry through this award.”

The Red Herring editorial team surveyed entrepreneurship around the world to decide on the final 100 winners. Technology industry executives, investors, and observers regard the Red Herring 100 lists as invaluable instruments to discover and advocate the promising startups that will lead the next wave of disruption and innovation.

Damballa focuses exclusively on bot-driven targeted attacks that infiltrate enterprise environments and steal valuable information. The company’s real-world research indicates 3% to 5% of enterprise assets are compromised with targeted attack/bot malware – even in the presence of the best and most up-to-date security tools. This is due in part to the fact that enterprise-grade antivirus and IDS/IPS fail to capture 20% to 70% of new threats, including targeted attacks and common Trojan attacks. “We are seeing sensitive company information flying out the virtual door without the knowledge of the enterprise in most environments that we encounter significantly raising an organization’s risk of doing business on the Internet today. Companies need to be educated on this importunate risk of botnet attacks and what it means to their business,” said Linowes.

Damballa’s Failsafe product provides real-time identification and protection against bot-driven targeted attack activity taking place inside enterprise networks. These appliances employ a multi-perspective analysis of targeted attack activity that concentrates on the communications between compromised systems and actual Command-and-Control (CnC) nodes on the Internet. As a result, Failsafe identifies compromised hosts that other technologies miss, with very little chance of a false positive.



For more information on Damballa, please visit [www.damballa.com](http://www.damballa.com) or call 404-961-7400. And for an assessment of how many of your enterprise systems may be compromised by bot-driven targeted attacks, please visit the Damballa Risk Calculator at <http://www.damballa.com/overview/risk.php>.

For an ongoing conversation about targeted threats, please visit the Damballa blog, *The Day Before Zero*, at <http://blog.damballa.com/>.

**About Damballa, Inc.**

Damballa protects businesses from bot-driven targeted attacks used for organized, online crime by using the Internet cloud to identify and isolate threats that evade other technologies. Our unique, global approach monitors the Command-and-Control that coordinates botnet attacks to rapidly identify compromised systems and enable immediate control of malicious activity. Global 1000 corporations, large Internet service providers, OEM partners and government agencies use Damballa's signatureless solutions and industry-leading research to reinforce existing security infrastructure and stop hidden Internet attacks. The result is dramatically improved security both inside and outside the network perimeter. Damballa is privately held and headquartered in Atlanta, Georgia.

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