



CoSoSys included in CRN's Top 25 Coolest Emerging Vendors of 2009

San Jose, CA and Bucharest, RO, July 28, 2009. CoSoSys, a leading developer of endpoint security and portable storage device applications, today announced it has been selected as one of the coolest 25 emerging vendors of 2009 by Everything Channel's Channel Reseller News (CRN). CoSoSys has been selected for its outstanding results in the endpoint security industry delivered by its cutting-edge device control and data loss prevention solution, Endpoint Protector 2009.

The CRN Top 25 Coolest Emerging Vendors of 2009 rewards companies that help solution providers achieve great margins as well as time and cost savings by providing them with innovative, effective and intuitive technology, thus positioning themselves as important competitors to industry giants. With Endpoint Protector 2009, CoSoSys takes a plunge into an overlooked market for device control and data protection as more frequently reported by companies around the world where severe data breaches caused by the intentional or accidental misuse of portable storage and lifestyle devices entailing tremendous losses occur.

"Solution providers say they are driving a higher percentage of their sales and profits from these emerging vendors in the midst of the greatest economic downturn since the Great Depression. That's because emerging vendors are delivering more innovative solutions at a better price for customers and driving higher profits for solution providers," explained CRN's Steven Burke in a recent article.

Featuring a lower TCO than its competitors and impressive renewal rates and revenue for its endpoint security solutions, CoSoSys is continuously striving to expand its reseller network which now comprises over 60 partners from around the world.

"Our strategy is simple: we are committed to placing our resellers on a steady and fast track to revenue and to achieve that goal we employ a three-fold tactic. First, we make sure to design and develop best-of-breed solutions that are effective in what both network protection and cost are concerned and can be ported on several hardware platforms. Secondly, we make sure to generate both up-sell and cross-sell opportunities. The third component is making sure our resellers are able to take advantage of all opportunities arising, by enrolling them in smart technology, sales and marketing training programs," explained Roman Foeckl, CoSoSys CEO.

Endpoint Protector 2009 is designed to minimize internal threats, reduce the data leakage risks and control devices connected at endpoints. It allows IT departments to proactively take control of the device internal use, while tracking all data transferred in or out of the protected network and enforcing encryption of the data in transit on portable devices. The new Endpoint Protector version is available as a free 30 day trial for Windows XP, Vista, Windows 7 and Mac OS X or online demo at <http://www.EndpointProtector.com>.



About CoSoSys

CoSoSys specializes in network endpoint security and development of software for portable storage device enhancement. The application portfolio includes functions from password security, data synchronization and network security. CoSoSys distributes its products globally through leading hardware manufacturers, software distributors, resellers and directly to users at <http://www.CoSoSys.com> and <http://www.EndpointProtector.com>. CoSoSys has offices in Germany, the United States and Romania, and enjoys a continuously growing installation base of users worldwide.

About Everything Channel and the Emerging Technology Vendor List

Everything Channel is the one-stop shop for accessing, enabling, managing and accelerating technology sales. From branding and recruiting to marketing and sales, Everything Channel offers technology marketers the unmatched breadth and depth of global brands and market intelligence combined with unparalleled audience loyalty and credibility serving all technology sales channels through an extensive database. Everything Channel provides innovative sales and marketing solutions to arm the sellers of technology with the resources they need to achieve measurable and significant results.

The CRN Emerging Technology Vendor list features vendors who have been founded in 2001 or later, have revenue under \$1 billion and have an active U.S. channel strategy. Final selection to the Emerging Technology Vendor list is made by the CRN editorial team after a review of all submitted information.

##

Images and additional materials

<http://www.cososys.com/images.html>

http://www.cososys.com/press_room.html

North America:

CoSoSys North America

Jim Leonard

Phone: +1 408 239 4727

Email: jim.leonard@cososys.com

Rest of the world:

Mirror Communications Ltd.

Alina Popescu

Phone: +40 37 2975 796/+40 740 73753 (cell)

Email: alina@mirror-communications.com

CoSoSys Ltd.

Anca Goron

Phone: +40 264 593 110

Email: anca.goron@cososys.com