



**INFO SECURITY PRODUCTS GUIDE NAMES INDORSE TECHNOLOGIES'
INDIA™ IMAGE ASSURANCE SOLUTION A
2010 GLOBAL PRODUCT EXCELLENCE AWARD FINALIST**

New York, NY – March 11, 2010 – [InDorse Technologies](#), the leading provider of context-based data assurance and protection, today announced that Info Security Products Guide has named [InDorse Image Assurance \(InDIA™\)](#) a finalist for the 2010 Global Product Excellence in the Content Security Solution category. These prestigious global awards recognize security and IT vendors with advanced, ground-breaking products and solutions that are helping set the bar higher for others in all areas of technologies.

InDIA is an innovative solution that easily and cost-effectively embeds security policies within a visible or invisible Digimarc watermark—directly onto any image—helping to prevent data leaks by granting or denying file access based on a company’s preset criteria. Unlike traditional Data Loss Prevention (DLP) solutions that alert you only after a problem has occurred, InDorse InDIA prevents end users from accessing files with preset security rules embedded into every file. InDorse makes collaborating on media files safe, especially when shared over Web and Enterprise 2.0 systems.

“Protecting images such as video games, X-rays, blueprint snapshots and other sensitive media, is a particular challenge to all organizations. Often these images seem harmless, but could produce devastating results – such as loss of revenue, intellectual property, and national security breaches – if placed into the wrong hands,” said Rob Marano, CEO, InDorse Technologies. “InDorse specifically designed InDIA, alongside Digimarc, with customer scenarios in mind, to automatically identify, group, audit and embed imperceptible corporate security policies onto any image. Our latest assurance solutions underscore the industry’s need to stop digital asset loss such as new product shots, video game images as well as schematics and drawings to unauthorized viewers.”

InDorse InDIA joins a growing list of InDorse Technologies’ award-winning products such as [SPIDR™](#) for SharePoint risk management and [Call-Home™](#) for tracking document usage within and beyond the company’s IT domain of control.

About Info Security Products Guide Awards

The Info Security Products Guide Awards recognize and honor excellence in all areas of information security. To learn more, visit www.infosecurityproductsguide.com.

About InDorse Technologies

Located in New York, NY, InDorse Technologies provides award-winning solutions that ensure the integrity and security of business-critical, sensitive information. InDorse delivers a new level of information accountability that cuts across an organization's departmental silos to provide a unified, holistic view into every person and every application/service that touches sensitive information. Leveraging the native security elements contained in most documents, InDorse discovers, organizes, classifies and tracks all activity associated with sensitive information. Our customers achieve new value in their ability to derive information transparency by providing comprehensive security, better risk management, greater adherence to internal business governance as well as external regulatory and industry mandates. InDorse makes collaboration safe. For more information, about InDorse Technologies, please dial +1 (646) 495-0966 or visit www.indorse-tech.com.

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