



## C O M P A N Y   P R E S S   R E L E A S E

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### **CloudShield Technologies Extends Content Security and Control Solutions Across Asia-Pacific Region**

*CloudShield platform addresses region's complex IP traffic control requirements*

**Sunnyvale, CA and Sydney, Australia – November 28, 2006** – CloudShield Technologies, Inc., a leading provider of IP service control and infrastructure security solutions, today announced its expanded presence in the Asia-Pacific (APAC) region with a new base of operations in Sydney, Australia. Opening this new office is in direct response to strong regional partner and customer interest. It positions CloudShield to better serve existing partners, develop new strategic relationships and support the region's service providers in deploying advanced IP services into highly diverse markets. CloudShield is also announcing the appointment of Greg Kershaw as managing director of CloudShield Asia Pacific.

“The Asia-Pacific region is poised for explosive growth in advanced IP services and service control, and CloudShield is entering the region at an optimal time,” said Vikash Varma, president, world-wide sales and marketing. “Greg brings 20 years experience in sales and general management positions with both equipment suppliers and service providers in the region, including executive positions at Hewlett Packard and British Telecom. His extensive experience in the region, track record for building winning teams and CloudShield's unique product capabilities are the right a combination for success.”

Given the varied operating environments in Asia Pacific, service providers must have the flexibility to package and bundle services tailored to several unique target market segments. When evaluating service control solutions, providers and carriers recognize that CloudShield's multi-function service control and security products significantly reduce operational and capital equipment expenses for deploying advanced IP solutions such as VOIP, P2P and IPTV.

CloudShield enables providers to easily implement traffic classification, measurement and controls for any new service. The company recently introduced its Content Control Suite (CCS), the first multi-function software solution designed specifically to address the growing challenges of managing and securing mixed, high-volume IP services traffic. CCS drives CloudShield's advanced deep packet inspection platforms to enable selective granular analysis and control of traffic at high speeds. Unlike traditional point solutions, CCS is also highly flexible, allowing carriers to manage a wide range of services and tailor service control for their specific needs, from a single platform.

"The APAC region has some of the most intense and diverse requirements in the world, and our industry-leading traffic and content control flexibility is a perfect fit for service providers in the region," said Greg Kershaw, APAC managing director at CloudShield. "Potential customers and partners seem eager to move beyond first-generation fixed function DPI appliances, indicating CloudShield's unique multi-function solution approach will be highly applicable to the extraordinary dynamics of the telecommunications business in APAC."

CloudShield systems are currently deployed by some of the largest network service providers in North America, Europe and Japan.

### **About CloudShield**

CloudShield solutions provide large network operators new levels of visibility *and* control of the traffic traversing their high-speed networks, providing opportunities to monetize network content and better manage their subscribers' experiences. CloudShield systems enable controls to be customized to individual operator requirements, supporting unique service offerings and operator policies. Through its application and solution

partners, CloudShield has helped deliver solutions to carriers in North America, Europe and Asia as well as many important U.S. federal government customers. More information about CloudShield can be found at [www.cloudshield.com](http://www.cloudshield.com).

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