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**CloudShield Appoints Sales Executive to  
Drive Worldwide Growth**

***Steven Elston to oversee sales of multi-application DPI platform  
for service provider networks***

**Sunnyvale, Calif., September 26, 2007** – [CloudShield Technologies, Inc.](#), a leading provider of IP service control and infrastructure security solutions, today announced it has appointed Steven Elston as vice president of worldwide commercial sales. Elston will report directly to president and CEO Matt Jones and will drive sales relationships with CloudShield’s expanding service provider customer base.

“We are noticing an increase in demand from service providers who need secure, customizable IP control solutions implemented within networks,” said Jones.

“Steven is a seasoned sales expert with extensive knowledge and an impressive track record in growing revenue and acquiring customers.”

CloudShield provides a tailored, multi-functional platform embedded with deep packet inspection (DPI) capabilities. The product enables tier-one service providers to analyze, balance, distribute and protect traffic crossing the network. The ability to have such information on hand is critical to ensure end-users are receiving the best use of network bandwidth and are safe from attacks.

With P2P, botnet and denial-of-service (DoS) attacks on the rise, it is imperative that service providers find a resolution that can protect their customers and not disrupt their quality of experience.

“An increase in traffic from new IP services such as IPTV, VoIP and video-on-demand, has resulted in more business opportunities with service providers,” said Elston. “However, challenges arise in determining how to monitor, control and secure this traffic. CloudShield’s multi-application product is built for performance and programmability, which is a key differentiator in managing and controlling traffic in next-generation IP networks. My experience and knowledge in this field will allow me to evolve and expand CloudShield’s core customer base.”

Elston has more than twenty years of global sales, marketing and operational leadership experience. His primary domain expertise lies in networking and security technologies, as well as the carrier-based service industry. Prior to joining CloudShield, Elston was the vice president of worldwide sales at PacketMotion, Inc., an internal network security equipment manufacturer, where he acquired large enterprise customers in the Financial Services and Service Provider sectors. Prior to PacketMotion, Elston was vice president of worldwide sales at IP Dynamics, a leader in software-based secure communications services. While at IP Dynamics he drove multi-million dollar customer wins at SBC, Deutsche Telekom (T-Online), China Mobile, China Unicom and Korea’s Dacom. Previous experience includes vice president of international sales at Digital Island, and senior sales and management roles at Pacific Bell and Unisys. Elston holds a BS degree in telecommunications policy and law from the University of San Francisco.

### **About CloudShield**

CloudShield is a provider of multi-gigabit, multi-function, programmable, deep packet inspection platforms targeted at large network operators. The company's unique capabilities allow content inspection, service control, and security applications to perform at true gigabit speeds on even small packet sizes, and enable entirely new classes of applications and revenue generating services. Through its application partners, CloudShield has helped deliver solutions to carriers in North America, Europe, and Asia as well as several important federal

government customers. More information about CloudShield can be found at <http://www.cloudshield.com/>.

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