



VORMETRIC

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Classified Ventures Implements Vormetric Data Security to Protect Customer Information and Address PCI DSS Encryption and Key Management Requirements

Vormetric encryption solution selected for ease of implementation, strength of performance and policy-based access control

SANTA CLARA, Calif. – September 22, 2008 – Vormetric, Inc. the leader in data security management and enforcement solutions, announced today that Classified Ventures, LLC has implemented Vormetric Data Security to encrypt and control access to customer information and comply with PCI DSS data security and key management requirements. Classified Ventures selected Vormetric over inline and competing file-based encryption offerings based on the offering's strong policy and key management capabilities, top-notch performance, plus the unique ability to grow with the company's expanding needs for strong data security.

Since installing Vormetric Data Security, Classified Ventures has experienced negligible performance impact and low total cost of ownership deriving from the solution's extreme ease of implementation and administration. Vormetric Data Security was successfully implemented in less than two days. The implementation included custom policy development, centralized key management setup and testing.

"Compliance is important, but at Classified Ventures we believe our larger responsibility is to ensure the best possible security for our customer's sensitive data," said Dean Fenton, director of information technology for Classified Ventures. "Vormetric Data Security allowed us to go beyond check-the-box compliance by providing strong data-level controls and centralized key management. As our business evolves, Vormetric Data Security's extensibility will provide us with a means to centralize and standardize our data security efforts at a very low financial and productivity cost."

Vormetric Data Security provides centralized data security management, policy management, key management and encryption capabilities across any file, any database, any application, anywhere. The solution's ability to secure data with easily configurable policies across the broadest set of systems provides Classified Ventures with easy-to-extend and –maintain solution.

"We strongly commend the importance Classified Ventures places on protecting their customer's data," said Richard Gorman, CEO and president of Vormetric. "As organizations move from 'check-the-box' compliance to broad data protection programs, investing in strategic solutions such as Vormetric Data Security will not only deliver security value, but maximize their investments for the long term."

About Classified Ventures

Classified Ventures is a strategic joint venture among five media companies, including Belo Corp. (NYSE: BLC), Gannett Co. Inc. (NYSE: GCI), The McClatchy Co. (NYSE: MNI), Tribune Co. (NYSE: TRB) and The Washington Post Co. (NYSE: WPO), whose objectives are to collectively capitalize on the revenue growth in the online advertising categories of automotive, real estate and rentals. To execute on its objectives, Classified Ventures has four leading businesses – Apartments.com, Cars.com, HomeGain and Homescape. Visit www.classifiedventures.com.

About Vormetric

Vormetric is the leader in data security management and enforcement solutions.. Vormetric Data Security Expert provides a centrally managed, high performance, easy-to-implement, distributed solution that solves the pressing compliance, security and risk management challenges facing today's enterprises and government agencies. Vormetric's application- and database-transparent solution outperforms other offerings to provide stronger and broader data security at a fraction of the management and implementation cost.

Vormetric's more than 150 customers represent the world's most trusted brands in financial services, retail, manufacturing, healthcare, media, energy and telecom industries as well as highly security conscious government agencies.

Vormetric technology has received strong market validation for its innovative approach to data security, including:

- Selection by IBM as the core database encryption solution for DB2 and Informix on Linux™, Unix® and Windows
- *Computerworld* Technology Innovation Award
- Selection by Symantec to provide the Symantec Veritas NetBackup™ Media Server Encryption Option
- Partnership with Oracle to secure the execution environment for Oracle® Database Vault
- Three patents issued and eleven patents pending

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