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Proofpoint Helps North American Channel Partners Drive Profitability With Enhanced Program

Proofpoint Advantage Partner Program Provides Strong Focus on Enablement, Margin Enhancement, and Pipeline Programs

Sunnyvale, Calif. – December 6, 2010 – Proofpoint, Inc., the leading provider of SaaS email security, email archiving and data loss prevention solutions, today announced that new enhancements have been made to the Proofpoint Advantage Partner Program. The program now offers improved partner enablement, margin enhancement, and pipeline programs that help partners gain new business, while rewarding them for increasing their knowledge of Proofpoint solutions.

"Proofpoint continuously evaluates the Advantage partner program to learn where we can add more value for our partners," said Dean Hickman-Smith, senior vice president of worldwide sales at Proofpoint. "It is now easy for resellers to know their discounts, and there is a much bigger reward for registered deals. Additionally, new profit-building programs include margin enhancements for partners and incentives for sales representatives, which are invaluable in helping our partner's succeed."

In an effort to ensure resellers can become certified easily, Proofpoint offers technical training and certification through a new online learning system. Partners can choose to take self-paced online technical training as an alternative to instructor-led classes, which will be held on a quarterly basis.

The Proofpoint Advantage Partner Program provides the right channel economics through new margin enhancement vehicles. Resellers who register deals receive high margin rewards, while eliminating channel conflict. The program provides partners with a combination of deal registration, tiered pricing, and collaborative sales planning to boost top-line margins.

In order to drive opportunities through demand generation activities and customer development, Proofpoint has added pipeline growth programs for its partners. Designed to drive awareness and sales of Proofpoint solutions, this program offers eligible partners the opportunity to participate in campaigns and promotions on a regional basis. With materials that are designed to help sell Proofpoint products, partners are armed with the tools needed to increase sales and generate new business.

"We have been impressed with what the Proofpoint Advantage Partner Program has offered us in terms of margins, training, and demand generation activities," said Gordon Shevlin, executive vice president, FishNet Security. "The many different features of the program enable us to have a competitive advantage, and increase our new business."

The Proofpoint Advantage Partner Program has three tiers — Authorized, Select, and Elite — differentiated primarily by certifications and sales performance. The program offers sales leads, partner development training, and marketing support. Learn more about the Proofpoint Advantage Partner Program by visiting <http://www.proofpoint.com/partners>.

About Proofpoint, Inc.

Proofpoint focuses on the art and science of cloud-based email security, eDiscovery and compliance solutions. Organizations around the world depend on Proofpoint's expertise, patented technologies and on-demand delivery system to protect against spam and viruses, safeguard privacy, encrypt sensitive information, and archive messages for easier management and discovery. Proofpoint's enterprise email solutions mitigate the challenges and amplify the benefits of enterprise messaging. Learn more at www.proofpoint.com.

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