proofpoint™

January 27, 2010

Proofpoint Unveils Advantage Partner Program to Recognize High-Performance Resellers, Improve Ease of Doing Business

New US and Canada channel strategy provides resellers with sales support, high profit margins, training programs and discounted demonstration systems

SUNNYVALE, Calif. – January 27, 2010 –Proofpoint Inc., the leading provider of SaaS email security, email archiving and data loss prevention solutions, today introduced its new Proofpoint Advantage Partner Program in the US and Canada. Featuring an improved pricing structure and deeper discounts for qualifying partners, the program rewards reseller efforts and supports partner sales of Proofpoint products and services.

"The Advantage Partner Program is fundamentally changing the way we do business in the channel," said Dave Crilley, director, channel and international marketing at Proofpoint. "We're excited to offer new online and instructor-led training, deeper discounts and a better pricing structure for our valuable partners. We have seen that by providing more structure we have empowered resellers to win their own deals and ensure a positive sales experience for every customer."

Through a comprehensive training curriculum, the Proofpoint Advantage Partner Program aims to provide resellers with the resources and support needed to deliver leading anti-spam, anti-virus, content security, email archiving and regulatory compliance solutions. It offers high profit margins, deal registration discounts, training certifications, demonstration systems and marketing support for resellers. In doing so, the program empowers partners to profitably address the important business, process and technology concerns facing customers today while sharing the rewards of Proofpoint's market leading email security and compliance solutions.

"We've been a Proofpoint reseller since 2004, and we're really pleased with the new program," said Greg Curlee, principal at SBS Security in Dallas, Texas. "Because we've stepped up to meet the highest level of qualifications, SBS Security is now a Proofpoint Elite Partner. We like that we've received well-defined benefits for our efforts, including healthy base discounts and additional margin for registered deals. To us, it just makes sense that Proofpoint is recognizing its best resellers this way."

The Proofpoint Advantage Partner Program features three membership levels – Authorized, Select and Elite – with distinct program elements for each. Proofpoint Authorized Partners have access to the complete product line and Proofpoint Partner Portal, and are eligible to participate in partner promotions. Select Partners receive the added benefits of increased margins, access to market development funds, an online technical database and lead sharing. Finally, Proofpoint Elite Partners can earn additional margin opportunities such as leading professional service engagements for Proofpoint pre-sales evaluations and security assessments, in addition to all the benefits of the Authorized and Select levels.

"As an emerging Proofpoint reseller, we're impressed with its partner program," said Brian Miller, partner at Sagient, a security-focused consulting firm in Schaumberg, Illinois. "We like the simplicity and structure of it. I can see exactly how to earn our way into more advantageous discounts: certification and deal registration. Simple is good."

"The new Proofpoint Advantage Partner Program has clear benefits for high-performance resellers, and that makes the job of a distributor like Computerlinks a lot easier," said Russell Zientek, CEO of Computerlinks North America. "I like the way the program was developed. The Proofpoint channel team worked with us and its best resellers to define a program that makes doing business with Proofpoint easy. I wish more vendors were like this."

To request more information on the Proofpoint Advantage Partner Program, please email partners@proofpoint.com.

About Proofpoint, Inc.
Proofpoint secures and improves enterprise email infrastructure with solutions for email security, archiving, encryption and data loss prevention. Proofpoint solutions defend against spam and viruses, prevent leaks of confidential and private information, encrypt sensitive emails and archive messages for retention, e-discovery and easier mailbox management. Proofpoint solutions can be deployed on-demand (SaaS) on-premises (appliance), or in a hybrid architecture for maximum flexibility and scalability. For more information, please visit http://www.proofpoint.com.

# # #