



February 20, 2014

## **Proofpoint Adds Next-Generation Predictive Defense(TM) to Targeted Attack Protection Solution**

### **Protects Users From Malware and Advanced Threats in Both URLs and Email Attachments**

SUNNYVALE, CA -- (Marketwired) -- 02/20/14 -- Proofpoint, Inc., (NASDAQ: PFPT), a leading security-as-a-service provider, today announced general availability of the Proofpoint Targeted Attack Protection Winter 2014 release. This next-generation solution includes new predictive defense capabilities, as well as the new Attachment Defense module and updated real-time threat dashboard. Targeted Attack Protection showcases the industry's first dynamic malware analysis capabilities to effectively discover, "sandbox," and block URL-linked threats and e-mail attachments *before end-users ever click*.

In the last 12 months, IT security and operations staff have been waging a losing battle against advanced malware, with more than 76 percent stating they had been impacted by exploits or malware that had evaded their existing Intrusion Detection and Antivirus solutions<sup>1</sup>. Part of the challenge is that even the most modern multi-vector execution engines and dynamic malware analysis systems only initiate detection after a user clicks on and accesses the malicious content -- and provide little subsequent insight into or defense against additional user clicks. The result is high system compromise rates, remediation costs and risk of data loss. Proofpoint's predictive defense capability uses big-data analysis and advanced statistical modeling to proactively perform advanced dynamic malware analysis on potentially suspicious URLs and e-mail attachments before users click links or open attachments. The Targeted Attack Protection solution's real-time dashboard and "follow-me" protection also provide an ongoing view into and defense against these attacks. This reduced time-to-detection and end-to-end insight and protection enables proactive protection of an organization's users, minimizing computer compromises within the enterprise, and reducing incident response time, effort, and costs.

"Traditional defense tools are failing to protect enterprises from advanced targeted attacks and the broader problem of advanced malware," wrote Lawrence Orans and Jeremy d'Hoinne, research directors at Gartner who authored the Five Styles of Advanced Threat Defense report August 20, 2013.

"One of the biggest challenges for most security teams is incident response. Any solution that can proactively minimize the need for clean-up frees up our teams to deal with the ever increasing volume of tasks," said Jesus Alejandro Cuevas Villegas, information systems manager at Grupo. "Additionally, techniques such as Predictive Defense and cloud-based malware analysis make solutions like Proofpoint much easier for organizations to maintain, justify, and afford given all the processing and capacity planning is managed by Proofpoint."

"For the past several months, we've had Predictive Defense running in beta and the results have been very compelling," said David Knight, executive vice president and general manager of Proofpoint Information Security Products Group. "We are seeing on-going longlining campaigns targeting our customers delivering advanced malware either via exploit kits such as Nuclear and Magnitude or as malicious attachments. With Predictive Defense, we are able to effectively identify and block these attacks before users are compromised, even when payload transmissions are encrypted, not after. With these campaigns averaging a 14 percent end-user click-through rate, this represents a major benefit for our customers."

Proofpoint's Targeted Attack Protection solution is currently available globally. For more information, please go to [proofpoint.com/tap](http://proofpoint.com/tap).

#### **About Proofpoint, Inc.**

Proofpoint Inc. (NASDAQ: PFPT) is a leading security-as-a-service provider that focuses on cloud-based solutions for threat protection, compliance, archiving & governance and secure communications. Organizations around the world depend on Proofpoint's expertise, patented technologies and on-demand delivery system to protect against phishing, malware and spam, safeguard privacy, encrypt sensitive information, and archive and govern messages and critical enterprise information. More information is available at [www.proofpoint.com](http://www.proofpoint.com).

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<sup>1</sup> Ponemon Institute study, "The State of Advanced Persistent Threats," Dec 2013

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