



Awareness Technologies takes in \$6.5 million of capital from SaaS industry pioneer and private equity firm.

LOS ANGELES, CA – Awareness Technologies (www.awarenesstechnologies.com), the makers of InterGuard – the only SaaS-based Unified Internal Threat Management platform, covering data loss prevention (DLP), web filtering, employee monitoring and laptop recovery, today announced that Brad Miller, the former CEO and Chairman of Perimeter eSecurity, has invested as part of a \$6.5 million dollar capital raise. Miller is joined by First New England Capital (FNEC), a Connecticut-based private equity firm.

“Awareness Technologies is poised for significant growth as it addresses the two difficulties that have inhibited the adoption of internal threat technologies – cost and complexity,” said Brad Miller, incoming CEO and Chairman of Awareness Technologies. “As a result of its unique endpoint architecture, Awareness’s solution allows for unmatched visibility and control while also eliminating the implementation and use difficulties that have plagued the internal threat management space since its inception. Clients can demo and install the technology with a simple mouseclick. Also, by offering a complete solution which combines 4 distinct technologies into one agent, our clients can now solve the entire internal threat problem with one solution, which removes yet another obstacle to adoption.”

“We were drawn to Brad’s experience in the space, and his clear vision for how to position and deliver a SaaS-based security solution to the companies that need it most,” said Ron Penna co-founder of Awareness Technologies. “We look forward to his leadership as we drive the company forward.”

“We are excited to partner with Brad” said Seth Alvord, a partner with FNEC. “Brad’s success in building Perimeter from \$500,000 to \$60 million in revenues gives us tremendous confidence in his capabilities to lead Awareness as the company embarks on its next phase of growth.”

Over 10,000 companies already use Awareness Technologies’ SaaS-based Unified Internal Threat Management platform, with a tally of more than 200,000 total users. Users can be up and running on Awareness’s solutions within minutes due to client-based, rather than network-centric, architecture. By building its solutions around the endpoint rather than the network, Awareness is able to deliver next generation DLP, web filtering, employee monitoring and laptop recovery with unmatched visibility, control and ease-of-use. As such, Awareness has experienced rapid growth – being named to Deloitte’s Technology Fast 500 list in Nov, 2008.

About Awareness Technologies

As the pioneer in SaaS-based Unified Internal Threat Management, Awareness Technologies makes truly unified internal threat management software easily available and affordable for businesses of any size. Awareness’s endpoint solutions are already being used to protect over 10,000 businesses world-wide. With solutions in the areas of DLP, web filtering, employee monitoring and laptop recovery, Awareness helps organizations protect themselves from the entire spectrum of employee-based internal threats. Whether the threat arises from malicious behavior or negligence, Awareness’s solutions allow companies to identify and eliminate these threats without requiring additional IT infrastructure.

About First New England Capital

With offices in Hartford and Westport, Connecticut, First New England Capital (FNEC) provides debt and equity financing to small and medium size businesses throughout the United States. Since its inception in 1988, the firm has invested over \$95 million in over 60 companies in a broad range of industries. FNEC manages a pool of capital in excess of \$100 million, comprised on three funds, each of which is licensed as a Small Business Investment Company under the Small Business Investment Act of 1958. For additional information about FNEC, please visit their web site at www.firstnewenglandcapital.com.