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**ByteShield™ - A DRM solution that an anti-DRM group actually likes???**  
**No, it is not a joke.**

**‘PRISM, a gamers group for sensible DRM solutions, has thoroughly tested ByteShield and found it to be safe, transparent and non-invasive on your PC.’**

E3, Los Angeles, CA, June 2, 2009 – The first DRM solution to be approved by an anti-DRM gamers group has arrived.

ByteShield, Inc., a leading provider of user and developer friendly software Digital Rights Management (DRM), today received the results from the PRISM/RYG testing of ByteShield. PRISM, a gamers group for sensible DRM solutions, has thoroughly tested ByteShield and found it to be “safe, transparent and non-invasive”. Both the test and results are industry firsts. In fact, the evaluation by PRISM validates ByteShield as a far superior DRM solution, no doubt because it was created by gamers.

The PRISM: “Several members of the PRISM forum were able to test the ByteShield DRM thoroughly. It was invisible when playing the game, and left only a few easy to delete registry entries when the game was uninstalled. The overall opinion of those able to test ByteShield was very positive. They were pleased with how unintrusive ByteShield was. The reviewers were also very pleased at how ByteShield listened to their concerns and included some features they asked for. The members who reviewed ByteShield would have no problem recommending it to other gamers.”

ByteShield is very proud to have received this recognition, in particular given that PRISM, like many other groups, was established as a result of the many failures of DRM products last year. Jan Samzelius said: “As far as we can tell, it is the first time that a DRM vendor has engaged with one of the many anti-DRM groups and surely the first when a DRM solution has gotten such a positive evaluation”.

As the statement says, our product already meets most of PRISM’s criteria including:

- Disclosure
- Transparency
- Connectivity
- Easy activation
- Compatibility
- Non-Invasiveness
- Privacy/security
- Sunsetting of DRM

**Meet ByteShield At E3 And Find Out What Is So Different**

We will be presenting ByteShield in more detail on Wednesday, June 3 at 4:45pm, at the Nordic Game & Film Lounge @ E3, Figueroa Hotel, 939 South Figueroa Street, Los Angeles. For more information see <http://www.digitalmediawire.com/nordiclounge/>.

**About ByteShield**

Users’ frustration with today’s user-unfriendly anti-piracy systems (copy protection or DRM) and the developers and publishers frustration with these systems’ ineffectiveness against piracy and unintended negative impact on end users are opening the market for new innovations. ByteShield DRM turns these issues 180 degrees through a completely novel approach and design and makes DRM work for all involved (that is, except the crackers). With ByteShield, Users have an un-intrusive and convenient



experience instead of the opposite from other DRM solutions; Publishers have an easy to use and flexible protection solution which also provides sales and usage data; Crackers have a significantly greater work effort.

ByteShield has been selected as a finalist in the 'Most Innovative Software for the Software Industry' award category of the 2009 SoftwareCEO Software Innovation Awards of the Computing Technology Industry Association (CompTIA). For more information see

[http://www.softwareceo.com/leadership/2009/awards\\_finalists.aspx](http://www.softwareceo.com/leadership/2009/awards_finalists.aspx).

ByteShield, Inc. is a privately held California corporation, established in 2004 and headquartered in San Francisco, California. To find out more, visit <http://www.ByteShield.net> or call +1 415 420 6636.

#### **About the PRISM/RYG**

PRISM, which is an acronym for Players Resisting Invasive Security Measures, is a forum site dedicated to discussing the in and outs of various DRM solutions. The forum, which was initially founded by a handful of Sims 2 players, started by providing tech support on SecuROM issues. The scope of PRISM continues to grow, and now have many on-going discussions on a number of topics. At present is a new DRM rating system being discussed and PRISM hope to have it in place in a few months. For more information, please visit <http://www.the-prism.com>.

Reclaim Your Game (RYG) is PRISM's informational site dedicated to articles and educating gamers about the in and outs of DRM and related topics such as online distribution. On RYG you will find an explanation of SecuROM in non technical terms. There are also many tutorials on upgrading hardware components, others on computer maintenance and a SecuROM removal tutorial. For more information, visit <http://www.reclaimyourgame.com>.

#### **Press Queries:**

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