

FOR IMMEDIATE RELEASE

Attention Business Editors, Technology Editors:

## Fight Software Piracy and Cracks: SoftSearch Adds ByteShield's Leading Software Copy-Protection and Anti-Piracy Solution

*ByteShield, Inc. ("ByteShield™") is pleased to announce that SoftSearch Inc. ("SoftSearch®"), a leading international source for purchasing business specialty software, is now offering ByteShield™ state of the art Software Copy-Protection and Anti-Piracy Solution.*

San Francisco, California ([PRWEB](#)) August 22, 2007 - ByteShield, Inc. ("ByteShield™"), a leader in Software Copy-Protection and Anti-Piracy is pleased to announce that SoftSearch, Inc. ("SoftSearch®") has elected to become a ByteShield™ Reseller Partner. SoftSearch provides a unique software sales referral and ecommerce service based on their customers' need to source, research and purchase specific commercial software for their business needs.

"Finding the right software can be a time consuming and expensive process for companies as over 95% of all business software is not available through regular and expected channels," says Kathy Woolverton, President of SoftSearch. "SoftSearch enables customers to find and purchase the software they need to meet their specific business needs, saving them time, money and frustration. We field inquiries on a regular basis for a software copy protection solution which can protect our customer's intellectual property against piracy. It is our belief that ByteShield's patent pending technology is acknowledged as the strongest software copy protection available on the market coupled with great user friendliness for both publishers and users. Therefore it is positioned well to answer those inquiries and we are excited to have a credible and reliable solution to recommend."

"SoftSearch's software list includes most business software publishers in the world," says Jan Samzelius, CEO of ByteShield. "It is representative of the specific need SoftSearch fulfills by providing a centralized resource for extremely valuable software solutions which may not benefit from massive marketing budgets and campaigns. The ByteShield state of the art software copy protection system, makes it easy for the ISVs to protect these valuable software solutions from illegal software copying, piracy, tampering and reverse engineering and at the same time make it such a large effort for the cracker, that the incentives to steal the software IP disappear. In addition to the strong alignment between our two companies' values, there is a strong mutual benefit that we expect to realize in working with the professionals at SoftSearch."

### About ByteShield

ByteShield's fundamentally different approach to software copy protection is orders of magnitude better than traditional methods. The ByteShield solution works directly on the executable and makes the crackers' work extremely difficult and time consuming, requiring analysis of thousands of lines of code and breaking tamper resistant modules. Reverse engineering is next to impossible. ByteShield enables a very flexible, yet highly targeted approach that fits within a Software Publishers established business practices, with no change to the existing development process. This level of copy protection ensures that the Software Publisher recovers the appropriate value for its development investment. ByteShield will not change how the Software Publisher runs its business, but it will improve how it profits from its business. ByteShield, Inc., a privately held California corporation, was established in September, 2004 with headquarters in San Francisco, California. For further information visit <http://www.byteshield.net>

### About SoftSearch

SoftSearch is dedicated to helping businesses find and purchase software to meet their specific needs to increase productivity and profit. SoftSearch was started in 1990 and introduced its first on-line searchable database in 1996. Today that database contains over 80,000 software products and has become an indispensable tool for businesses to purchase commercial software to meet their specific needs. This database is complimented with an extensive ecommerce service enabling SoftSearch to become the one-stop source for business and specialty software, including electronic software delivery ("ESD") and web-hosted software-as-a-service ("SaaS"). SoftSearch has offices in San Francisco and Los Angeles, California, and Vancouver, British Columbia. For further information visit <http://www.softsearch.com>