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ByteShield™ Software DRM Solution Wins ‘Most Innovative Software for the Software Industry’ Award

‘Top marks for innovation ... this applies to every software firm shipping a product’



San Francisco, CA, June 18, 2009 – [ByteShield](http://www.byteshield.net) Inc., a leading provider of user and developer friendly DRM (Digital Rights Management or Copy Protection) software, has today won the ‘Most Innovative Software for the Software Industry’ award category of the 2009 SoftwareCEO Software Innovation Awards of the Computing Technology Industry Association (CompTIA).

The awards honor innovative software products and new business models in eight different categories. “The IT industry is in the midst of one of the most innovative periods in its history,” said Todd Thibodeaux, president and chief executive officer, CompTIA. “Virtualization, cloud computing, software-as-a-service, and many other solutions are delivering real business value to customers. By winning this SoftwareCEO Software Innovation award, ByteShield has demonstrated it is at the forefront of innovation. On behalf of the worldwide membership of CompTIA and SoftwareCEO, I am pleased to recognize their achievement.”

“We are delighted that ByteShield’s Software DRM solution for application software and game vendors has been so prestigiously recognized as the “Most Innovative Software for the Software Industry,” said Jan Samzelius, ByteShield CEO. “End-user (application users and gamers) frustration with the negative impacts of previous software anti-piracy systems (digital rights management (DRM) or copy protection) and software/game developers/publishers frustration with their overall ineffectiveness against piracy have opened the market for ByteShield’s innovation – a completely novel approach and design which make DRM work for all involved, except the hackers/crackers.”

Specific comments by the judges on ByteShield Software DRM, include:

- “in scope this applies to every software firm shipping a product...”
- “this seems to be a market driven by better mousetraps, and ByteShield is making inroads ...”
- “top marks for innovation; this offers technical and business model breakthroughs.”

“We have first focused on the real time games market to prove that ByteShield Software DRM has negligible impact on real time performance in that challenging online environment – with that proven ByteShield applies to the whole software industry.” Jan added.

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

About SoftwareCEO.com

SoftwareCEO is a resource-packed electronic newsletter and web portal built by software executives for software executives. It's the software industry's "Page One" for information and advice on software marketing, software sales, software business, software pricing and financing, and software services. For more information, visit www.softwareceo.com.

About CompTIA

The Computing Technology Industry Association (CompTIA) is the voice of the world's \$3 trillion information technology industry. CompTIA membership extends into more than 100 countries and includes companies at the forefront of innovation; the channel partners and solution providers they rely on to bring their products to market; and the professionals responsible for maximizing the benefits organizations receive from their technology investments. For more information, please visit www.comptia.org.

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