

ByteShield Announcement

Can software pirates be stopped from cracking code? Tech Closeup shows how ByteShield may have found the answer

San Francisco, California, June 5, 2007 -- ByteShield and its software copy protection was recently featured on the San Francisco Bay Area technology show "Tech Closeup" hosted by Marc Levenson. ByteShield was heralded for its innovative approach to eradicating software piracy. Mr. Levenson said "ByteShield is a new technology that may soon be known as the holy grail of computing that actually prevents crackers from stealing software."

Ames Cornish, Co-Chair of SDForum Security SIG and Managing Partner of Montebello Partners said "Instead of just trying to keep typical users honest, the problem for the software vendors is they have to figure out how to keep even the most skilled cracker in the world from cracking their software." Ames said further "If you think about over 20-70% of software is copied, then you could look at a company and figure they could double, triple or quadruple their revenue , [potentially] if they had copy protection that really works and was not any kind of a burden or annoyance to their customers."

Reynaldo Gil, Chairman and CEO Commendo said "We have tested many [software] protection mechanisms before we found ByteShield". Jan Samzelius, Chairman and CEO of ByteShield explained how the product works "We take parts of the code and remove them and put them somewhere else, in something that is very difficult to get into, and insert pieces in the code to replace them that looks real but aren't." Finally Mr. Gil concluded that "Software publishers need to protect their craft in order to make money of it".

***Watch the Tech Closeup broadcast on Yahoo Video

Full 11 minute ByteShield episode click here: <http://video.yahoo.com/video/play?vid=343913>

Short 3 minute ByteShield episode click here: <http://video.yahoo.com/video/play?vid=449253>

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 more information, please visit

<http://www.byteshield.net>

<http://www.techcloseup.com>

<http://sdforum.org/sigs/security>

<http://montebellopartners.com>

<http://www.commendo.com>

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