



INDORSE TECHNOLOGIES' NEW CALL-HOME™ FILE ASSURANCE SECURITY SOLUTION RECEIVES NETWORK PRODUCTS GUIDE 2010 PRODUCT INNOVATION AWARD FOR DATA PROTECTION

New York, NY - March 9, 2010 – – [InDorse Technologies](#), the leading provider of context-based data assurance and protection, today announced that Network Products Guide, the industry's leading information technology research and advisory guide, has named [InDorse Call-Home™](#) a winner of the 2010 Product Innovation Awards. InDorse Call-Home was honored from among competitive submissions due to its ability for automatically gathering real-time intelligence about digital file usage such as who is viewing, downloading or printing a file — seamlessly without the use of additional end user software.

InDorse Call-Home is an automated, transparent, network-based file assurance security solution that tracks granular file activities such as the status of file opens, after the documents leave the end-user's computer. Real-time file usage pattern analytics are gathered and presented via an intuitive, easy-to-use intelligence dashboard. InDorse Call-Home enables:

- Tracking usage pattern statistics of all Microsoft Office and Adobe PDF files after any individual opens.
- Administrators to view the exact location of an open including company name and location.
- Trending analysis to determine the usage of specific, individual files.
- Precise measurement to benchmark the most valuable files, including marketing or sales materials.
- Trend identification with regards to file open activities— helping organizations make informed copy adjustments to increase document marketability.
- Real-time file tracking visibility via an intuitive Web interface and customizable analysis and visualization.

“Innovation is not just about new products alone,” says Rake Narang, editor-in-chief at Network Products Guide. “To succeed companies need to see innovation not as a one time errand but as something that has to be continuously evolved and improved upon over and over again. This requires putting greater focus on customer needs and making innovation the center of company's way of developing better solutions. Innovative products such as InDorse's Call-Home are bringing improvements in document management, security and tracking.”

“We are proud that InDorse Call-Home has been recognized by Network Products Guide for its innovation and customer value,” said Rob Marano, CEO, InDorse Technologies. “Our Call-Home offering now joins a prestigious list of award-winning InDorse technologies such as [InDIA](#) for image protection and [SPIDR](#) for SharePoint risk management.”

About Network Products Guide Awards

As industry’s leading technology research and advisory guide, Network Products Guide from Silicon Valley plays a vital role in keeping decision makers and end-users informed of the choices they can make in all areas of information technology. You will discover a wealth of information and tools in this guide including the best products and services, roadmaps, industry directions, technology advancements and independent product evaluations that facilitate in making the most pertinent technology decisions impacting business and personal goals. The guide follows conscientious research methodologies developed and enhanced by industry experts. To learn more visit: www.networkproductsguide.com.

About InDorse Technologies

Located in New York, NY, InDorse Technologies provides award-winning solutions that ensure the integrity and security of business-critical, sensitive information. InDorse delivers a new level of information accountability that cuts across an organization's departmental silos to provide a unified, holistic view into every person and every application/service that touches sensitive information. Leveraging the native security elements contained in most documents, InDorse discovers, organizes, classifies and tracks all activity associated with sensitive information. Our customers achieve new value in their ability to derive information transparency by providing comprehensive security, better risk management, greater adherence to internal business governance as well as external regulatory and industry mandates. InDorse makes collaboration safe. For more information, about InDorse Technologies, please dial +1 (646) 495-0966 or visit www.indorse-tech.com.

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