

For Immediate Release

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infoLock Technologies and Advanced Marketplace to Host Webinar, "Protecting What Matters Most," featuring Dr. Larry Ponemon

Arlington, Virginia (November 24, 2009)—On December 3, 2009, infoLock Technologies (ILT) and Advanced MarketPlace will host the webinar, "Protecting What Matters Most—Data Loss Prevention." The web conference will feature industry analysis and current trends in data loss and data loss prevention. Presenters will include Dr. Larry Ponemon of the Ponemon Institute, Mitchell Neff from Advanced MarketPlace, and Sean Steele from ILT. To register, visit: <http://tr.im/FaCK>.

This innovative webinar represents the first collaboration between ILT and Advanced MarketPlace. Leveraging both firms' expertise, "Protecting What Matters Most" will use actual-use cases, real-world experience, and tips and trick from the field to help attendees cut through the marketing hype and decide whether Data Loss Prevention is a valuable and cost-effective tool for their organization.

As ILT's Senior Security Consultant, Sean Steele, stated: "Advanced Marketplace's focus is on managing information technology assets and ILT is data security-focused. Together, we possess a wealth of experience and knowledge that will provide attendees with a global look at the issues surrounding Data Loss Prevention and its implications for successful asset management and effective data security."

"We are thrilled to have Dr. Larry Ponemon as our featured webinar speaker," said Advanced MarketPlace President, Matthew Peeples. "Our collaboration with ILT enables us to bring real-world data loss prevention experience to our customers and to provide substantive security insight into users' daily activities."

About Advanced MarketPlace

Founded in 1997 and located in Tampa, Florida, Advanced MarketPlace delivers world-class consulting services and solutions for IT Service Desk, IT Asset Management, and Endpoint Management. AMP's expertise is recognized by a continuously growing list of reference customers. From the initial assessment of requirements to complete design and production roll-out, Advanced MarketPlace provides solutions to meet customer's needs. For more information, visit www.AdvancedMarketPlace.com.

About infoLock Technologies

infoLock Technologies (ILT) is a recognized leader in data lifecycle security. Combining technical expertise with business savvy, ILT provides a range of services and solutions to help its customers—from financial services companies to healthcare organizations to government agencies—secure their sensitive data. Clients include the U.S. Navy, Sharp Electronics, Highmark Blue Cross Blue Shield, Education Management Corporation, and the North Carolina Department of Health & Human Services. Founded in 2005, ILT is a privately-owned company headquartered in Arlington, Virginia. For more information, visit www.infolocktech.com.

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