

## NEWS RELEASE

*For Immediate Release*

### **BRIGHTCLOUD TO PROVIDE CONVERSANT WITH URL CATEGORIZATION SERVICES**

*Conversant to integrate BrightCloud's Hosted Internet Security Service as the data source for enterprise and service provider targeted web filtering and Parental Controls*

**Singapore and San Diego, CA, USA, 9 March, 2010** – Conversant and BrightCloud today announced that Conversant has integrated BrightCloud's hybrid "cloud-local database" URL categorization services into Conversant's SwiftCache and SwiftGuard range of products. The combined product, which will enable Conversant to provide Parental Controls and web filtering for their enterprise and service provider customers, is available today.

The integration of BrightCloud's data services further enhances the superior product offering available through Conversant's SwiftGuard and SwiftCache security appliances.

"We are very pleased to extend the value proposition we are able to offer to our end customers to incorporate web filtering and Parental Controls," commented Kong Wai, Conversant Solutions CEO. "By partnering with BrightCloud, we are able to offer a best of breed web filtering solution that matches the high quality, high performance features and functionality demanded by our customers."

The challenge presented by web browsing today is that the growth in websites is greatest in Asia, with tens of thousands of new websites created daily. Additionally, websites infected with downloadable malware have become the most common means of distributing malware. Keeping up with end user browsing behavior in such a high growth environment while also addressing security concerns is a daunting task. Integration of the BrightCloud Hosted Internet Security Service with Conversant products will help Conversant's customers mitigate these problems.

BrightCloud's Hosted Internet Security Service provides access to the largest, most accurate, and most up to date repository of categorized Web sites in the industry. BrightCloud utilizes a combination of state of the art machine learning technology combined with human review to offer the highest web filtering service level available. BrightCloud provides support for over thirty languages, including exceptional coverage for Asian languages and web sites.

“Conversant came to us with very challenging integration requirements,” noted Quinn Curtis, BrightCloud CEO. “Not only did they need a superior web filtering product that would meet the needs of a very diverse and demanding user base, but it had to be able to support integration configurations ranging from very high end service provider class appliances to hardware constrained devices. The quality of the BrightCloud data service, especially our focus on content generated in Asia, and the flexibility of our integration options, successfully met those criteria. Together we are able to offer the premier solution for enterprise customers and service providers.”

The combined Conversant-BrightCloud solution is available for purchase now.

### **About Conversant Solutions PTE LTD**

Conversant Solutions Pte Ltd was established in 2002 in Singapore and we currently focus on providing Software as a Service ("SaaS") and Products in the areas of office productivity, security and content distribution to Consumers, SMEs and Enterprises, in partnership with telecommunication service providers. For more information visit [www.conversant.com.sg](http://www.conversant.com.sg).

### **About BrightCloud**

BrightCloud, Inc. provides hosted Internet security services that are available to enterprise and service provider customers from BrightCloud OEM Partners. BrightCloud's OEM Partners integrate access to the cloud based BrightCloud Service to incorporate BrightCloud's data into their web filtering security layers. By leveraging the BrightCloud Internet Security Service, OEM Partners are able to maximize productivity and mitigate security threats. The BrightCloud Internet Security Service leverages the BrightCloud Threat Operations Center, which provides security threat data, as well as the latest in machine learning algorithms and human classification, to build and maintain the largest and most accurate Internet security service available. For more information visit [www.brightcloud.com](http://www.brightcloud.com).

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