

Applied Identity Wins Red Herring 100 North America Award

SAN FRANCISCO, CALIFORNIA - May 26, 2009 – [Applied Identity](#), Inc., a leader in identity aware [network security](#) solutions, today announced that the company was named one of the 100 most promising private technology ventures in North America by Red Herring.

“Our recognition as a Red Herring 100 winner underscores that Applied Identity is on the right growth track and validates that identity aware networking fills a critical need in today’s dynamic network security market,” said Brian Nugent, President and CEO of Applied Identity.

The Red Herring editorial team employed a detailed process to whittle down a pool of 1,200 eligible promising nominees to the top 200 Finalists, followed by a second round of evaluations to choose the top 100 winners. Evaluations were made based on quantitative and qualitative criteria, such as financial performance, innovation, management, global strategy, and ecosystem integration. The full list of winners can be found at <http://www.herringevents.com/northamerica09/redherring100.html#winner>.

Today’s enterprises are increasingly faced with conflicting objectives of opening their network borders to diverse users and end point devices, while assuring digital assets are protected from unauthorized access. Added to these challenges are various government and industry regulatory compliance mandates, which include requirements to control access to sensitive applications and data and to audit access to those resources by individual user identity. Applied Identity’s Identisphere™ line of identity aware network solutions uniquely solves these challenges by leveraging user identity information stored in corporate directories to enforce network access policies and monitor network use. For more information, visit <http://www.appliedidentity.com/products>.

About Red Herring

Red Herring is a global media company, which unites the world’s best high technology innovators, venture investors and business decision makers in a variety of forums: a leading innovation magazine, an online daily technology news service, technology newsletters and major events for technology leaders around the globe. Red Herring provides an insider’s access to the global innovation economy, featuring unparalleled insights on the emerging technologies driving the economy. More information about Red Herring is available online at www.redherring.com.

About Applied Identity

Founded in 2004, Applied Identity is a leading provider of enterprise-class, [identity aware network](#) solutions that help organizations to simplify, consolidate, define and enforce network security policies to demonstrate compliance and reduce business risk. Customers deploy Applied Identity’s solutions to meet compliance requirements by securing their applications, implement guest networks, protect enterprise networks from breaches at remote sites and foreign offices, and ease audit overhead with network usage reports. Applied Identity’s solutions:

- [Save time](#) by deploying rapidly into existing infrastructures.
- [Save money](#) by reducing administrative overhead and easing compliance burdens.
- [Save networks](#) by applying the power of identity aware networking to protect networks from the inside.

Applied Identity’s Identisphere™ solutions products include low-touch and virtual appliances that can be rapidly deployed and seamlessly integrated into the existing network infrastructure. The ID-Enforce Gateways Models 5000, 7000 and 10000 Version 3.3, including the ID-Enforce Client ID-Mark v3.3 and the

Identisphere Manager (ID-Policy v3.3), achieved Common Criteria certification at Evaluation Assurance Level 2 (EAL 2) on October 6, 2008. For more information, visit www.appliedidentity.com.

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