

# Press Release

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## New WinMagic eStore Sells SecureDoc Full-Disk Encryption for \$99

*eStore provides one-stop-shop for individuals and SMBs looking to protect all data on Windows or Mac desktops, laptops, tablets and removable media*

**Toronto, Ontario – April 22, 2010** – WinMagic<sup>®</sup> Inc. ([www.winmagic.com](http://www.winmagic.com)), an innovative leader in full-disk encryption (FDE), today opens an eStore that makes it easier than ever for individuals and Small Medium Businesses (SMBs) to purchase SecureDoc full-disk encryption to protect all data on Windows and Mac desktops, laptops, tablets and removable media. Customers can instantly purchase and download a standalone product for Microsoft Windows or Mac OS X for \$99, a 10 Pack for \$945 or a 25 Pack for \$2320 as well as a one, two or three year maintenance service pack by simply visiting the eStore at <http://estore.winmagic.com>.

"We have been experiencing higher than usual demand for our product suite within the SMB market segment and with private individuals who both hold sensitive, confidential or private information," said Joseph Belsanti, Vice President of Marketing, WinMagic Inc. "Our customers have spoken to us, and we have listened to them by making it easier than ever to instantly purchase and download SecureDoc," Belsanti continued. "The eStore provides a 'one-stop-shop' for individuals and SMBs that want a turnkey solution that protects all data on all devices including Mac or Windows clients, USB flash drives, CD/DVDs, and SD Cards."

SecureDoc also supports and manages hardware-encrypted disk drives including self-encrypting drives conforming to the Opal standard put forward by the Trusted Computing Group in January 2009, in addition to Seagate<sup>®</sup> Momentus<sup>®</sup> FDE drives and encrypted thumb drives from vendors like Ironkey, Sandisk, Kingston, MXI, etc. This provides the flexibility to deploy any combination of hardware and software-based encryption – or transition between the two – with full transparency for users and a consistent management interface for administrators.

Additionally, SecureDoc now supports Intel<sup>®</sup> Anti-Theft Technology (Intel<sup>®</sup> AT), which is available in select systems with the new 2010 Intel<sup>®</sup> Core™ processor family. Intel AT acts as a laptop theft deterrence mechanism – enabling organizations to issue a "poison pill" to stolen laptops whether or not they are connected to the internet. When a protected notebook is reported as lost or stolen, Intel AT can remotely disable the computing platform and perform a data-disable function. SecureDoc seamlessly adds full-disk encryption and encryption management to Intel<sup>®</sup> AT – ensuring data cannot be accessed in the time it takes to report the loss and disable the laptop even if the hard drive is removed and installed on another computer.

The new eStore enables customers to purchase and download a standalone product for Microsoft Windows or Mac OS X for \$99, a 10 Pack for \$945 or a 25 Pack for \$2320. Customers can also purchase a one, two or three year maintenance service pack starting from \$19.80 per license. The eStore will accept credit cards including Visa and MasterCard, and will process orders in US currency. For complete pricing, please visit the eStore at <http://estore.winmagic.com>.

**About WinMagic Inc.**

WinMagic's SecureDoc full-disk encryption solutions make it simple to protect all data on desktops, laptops, tablets and removable media including USB thumb drives, CD/DVDs, and SD Cards. Compatible with Microsoft Windows 7, Vista, XP, and 2000; Mac OS X Snow Leopard, Leopard and Tiger as well as Linux platforms, SecureDoc makes it just as easy to centrally manage and use standard drives and self-encrypting drives including Seagate and Opal compliant drives. WinMagic is trusted by thousands of enterprises and government organizations worldwide to minimize business risks, meet privacy/regulatory compliance requirements, and protect valuable information assets against unauthorized access. With a full complement of professional and customer services, WinMagic supports over three million SecureDoc users in approximately 43 countries. For more information, please visit [www.winmagic.com](http://www.winmagic.com), call 1-888-879-5879 or e-mail us at [info@winmagic.com](mailto:info@winmagic.com).

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