



## **ARMORLOGIC reduces price of Profense Web Application Firewall by 50% to improve level of website protection and PCI DSS compliance for SME's**

**VICTORIA, British Columbia/COPENHAGEN, Denmark – November 23, 2009 –**

**Armorlogic**, makers of the Profense™ web application firewall, has substantially reduced its pricing to encourage web site and web application security amongst SME's. New studies show that PCI DSS compliance among small and medium size enterprises may be below 15% although 79% of US companies surveyed in a Ponemon Institute report indicated they had lost credit card information. In an earlier study, Gartner Research estimated that 75% of successful attacks by hackers occur at the application layer.

Armorlogic's Profense Web Application Firewall offers industry leading web application protection and full PCI DSS section 6.6 compliance in an easy to use and implement, software appliance. They have today announced a 50% reduction to their license fees making their full featured, standalone Profense Web Application Firewall available for a one time payment of only \$2995 which also includes a year of support and upgrades.

"In order to make the web a safer place to do business and share sensitive information, we felt web application security had to become more affordable. At only \$2995, we have made our full featured web application firewall affordable for even the smallest business." said Jakob Gercke, CEO and co-founder of Armorlogic. "In addition to PCI DSS requirements for those accepting payment card information, industries and agencies are being asked to comply with a dizzying array of electronic information and privacy laws and standards, including HIPAA, UK Data Protection Act, DATA , CFAA, DMCA, FACTA, , FCRA, FISMA, GLBA and of course Sarbanes-Oxley. We want to help make it affordable and easier for all businesses and agencies to comply regardless of their IT and financial resources."

Armorlogic's Profense web application firewall is used by thousands of businesses and agencies around the world to secure their websites, web applications and web services from hackers. The full featured, complete and powerful standalone Profense Web Application Firewall, which provides full PCI DSS compliance, is now priced at \$2995. In addition to allowing installation in the production environment, Profense allows additional nodes to be deployed in the development and staging environment. This enables integration of the web application firewall through the development process without having to buy an extra license. For a full list of features and capabilities, or to download a full trial version, please visit

<http://www.armorlogic.com>.

## **About Armorlogic**

Armorlogic is the developer of Profense™ web application firewall ([http://www.armorlogic.com/profense\\_overview.html](http://www.armorlogic.com/profense_overview.html)) software solutions that provide cost effective and easily implemented proactive web security and protection for web sites and web applications. Profense provides complete OWASP Top Ten ([http://www.armorlogic.com/profense\\_owasp\\_top\\_10\\_defenses.html](http://www.armorlogic.com/profense_owasp_top_10_defenses.html)) vulnerability protection and fully complies with and satisfies the Payment Card Industry Data Security Standard (PCI DSS) ([http://www.armorlogic.com/profense\\_pci\\_dss\\_compliance.html](http://www.armorlogic.com/profense_pci_dss_compliance.html)) requirements. Armorlogic's Profense line of web application firewalls also include auto learning, advanced load balancing, acceleration, high availability (including active/active), session persistence and compression, and XML, JSON and SOAP support. For further information or to download a free trial of Profense web application firewall software, please visit [www.armorlogic.com](http://www.armorlogic.com).

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