

Press Release 12-05-2008

**Applicure Technologies receives 2008 European Technology Innovation Award from Frost & Sullivan**

**Applicure develops the channel in Germany for its leading multi-platform web application security software products**

Herzliya - Munich, December 2008

The challenges of running a small or medium-sized company in today's highly competitive global market and with the current recession looming are formidable. Success depends upon your ability to consistently provide excellent products or services to meet your customers' business challenges despite tight budgets and limited resources. A dynamic company website, e-commerce and effective business applications are important tools for helping SMBs/SME's to grow revenues while streamlining operations.

Websites and Intranet applications provide users with convenient access to information and services. The data managed by these applications is critical for running a company's day-to-day business operations. Cybercriminals are constantly trying to exploit vulnerabilities in the applications and steal valuable information. That way Hackers make it more difficult for companies to conduct business on the web.

SMBs/SME's do not always have the in house web security expertise or resources to ensure website security and PCI DSS compliance. Applicure's dotDefender award winning web application security software solution is designed with a business's needs in mind.

The 2008 European Technology Innovation award given to Applicure by Frost & Sullivan, in recognition of the company's pioneering efforts toward addressing application security issues using a combination of multiple security defense technologies. *"Applicure's security technology fills a growing gap in the market for a multiplatform software-based Web application firewall, which allows businesses to protect their Websites and internal applications without the need for costly appliances or security expertise,"* concludes Research Analyst Gaurav Sundararaman. *"dotDefender™ "is simple to use and allows all organizations to enjoy a high level of protection at a reasonable price point."*

*"dotDefender is designed to maintain the highest level of protection by combining the industry's fastest speed of response to latest threats with the out-of-the-box dotDefender triple engines. Designed to redefine the way in which companies manage security solutions and to fit the solution to the business needs"* said Yaacov Sherban, CEO of Applicure.

Having recently launched a new website Applicure offers a broad range of partnership opportunities. This enables organizations worldwide to join a successful security software solution provider. Applicure successfully works closely with channel partners including Web Hosting Providers, Resellers and Distributors.

Applicure's Affiliate program is the latest sales development in the offering. This provides an excellent opportunity for Web Sales Specialists and Affiliate Managers Worldwide to increase revenues and open new doors.

Business Development and sales promotion for Applicure in the German speaking market is provided by Inline Sales GmbH.

#### **About Applicure**

Applicure Technologies Ltd. (TASE: APCR) develops the leading multi-platform web application security software products to protect web servers and applications from external and internal attacks. Built upon years of research into hacker behavior, Applicure solutions feature a comprehensive knowledge base to identify attacks accurately, and stop them before they reach the website or application.

Applicure's flagship products, dotDefender and dotDefender Monitor, are deployed globally and serviced by offices and distributors in the USA and EMEA. With thousands of installations, customers and partners, from SMB/SME to Fortune-size enterprises to a diverse range of hosting providers, dotDefender meets the demands of doing businesses around the world for strong, affordable defense technology.

Founded in 2004, and listed on the Tel Aviv stock exchange in April 2007, Applicure is headquartered in Herzliya, Israel.

#### **About Inline Sales GmbH**

Inline Sales GmbH, Munich, Germany is a Specialist for Business Process Outsourcing in sales & marketing. Inline Sales helps companies in different industries from all over the world to setup their strategic and operational business in the German speaking markets. Inline Sales delivers high-quality services in sales, marketing and financing and offers high-value contacts to potential customers of all sizes and all industries to generate business success and revenue for its customers.

Inline Sales GmbH is part of the international operating Inline Sales International Group and responsible for the business of the group in Central & Eastern Europe. Other subsidiaries of Inline Sales International Group are located in London, Paris & Miami. Sales offices exist in Prague, Poznan, Moscow, Sofia, Valencia and Vienna.

In over ten years of business Inline Sales International Group has successfully developed international recognized references like British Telecom, BBC, Motorola, Bosch, Reed Elsevier, Samsung, EDS, Laser 2000, Linde AG as well as hundreds of small and medium sized companies.

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