



Total Defense Partners With Innowave Marketing Group

Pioneering partnership to deliver security software to major brand consumer loyalty and rewards programs

Redwood Shores, Calif., October 23, 2012 – Total Defense, Inc., the leading provider of solutions to combat the growing threat of cybercrime, has been selected by Innowave Marketing Group as the sole security software solution to be offered through Innowave's consumer loyalty, incentives and promotions platform. Through Innowave's loyalty programs and partner programs, consumers will be offered the opportunity to select a Total Defense Unlimited annual gift subscription, the first and only security solution on the market that provides protection for an unlimited number of devices for an unlimited number of users in the same household.

Total Defense Unlimited includes a combination of four powerful applications:

- Total Defense *Internet Security Suite* – which recently received the Information Security Guide's 2012 award for excellence
- Total Defense *Mobile Security* – which provides easy-to-use, comprehensive mobile security with anti-malware technology, GPS tracking, and remote handset management capabilities
- Total Defense *PC Tune-Up* – which keeps systems properly configured with registry, Internet and hard drive optimization and defragmentation
- Total Defense *Online Backup* – which keeps data, pictures and documents safe, and includes 25GB of cloud based storage space – the largest amount of free storage offered in the market today

Total Defense Unlimited also includes comprehensive parental control software, which allows parents to better manage their children's Internet activities, as well as Total Defense Social Network Defender, which delivers real-time protection from dangerous links and malware located on social networking sites.

"With the introduction of Total Defense Unlimited, we changed the game in security by making it more affordable for consumers to get the comprehensive protection they need, whether they have two devices or twenty," said Paul Lipman, chief executive officer, Total Defense. "Our industry-leading customer satisfaction ratings are testament to our efforts to go beyond protection in solving our customers changing security needs. Innowave is a disruptive innovator in the \$40 billion consumer loyalty and rewards market, and we are delighted to partner with them in bringing security solutions to this exciting and untapped market."

"Innowave is pioneering the expansion of the consumer rewards and loyalty market into online services and digital products," said Stu Birger, chief executive officer, Innowave Marketing Group. "Our marquee brand customers are excited

to be moving their rewards and loyalty programs into the online world, and security is essential to ensure that online experience is safe and secure. We are proud to be partnering with Total Defense to bring leading security software to this burgeoning new market.”

About Total Defense

Total Defense, the leading provider of solutions to combat the growing threat of cybercrime, protects over 40,000 businesses and over 4 million consumers from the growing epidemic of cybercrime and malware. We provide multiple layers of digital security through desktop, mobile device, web gateway and cloud based solutions. We go “beyond protection” by ensuring our customers receive the level of service and support they require in an ever-changing threat landscape. Total Defense is a former business of CA Technologies, one of the largest information technology companies in the world. Our major centers of operation are in New York, Silicon Valley, Israel, and Europe.

For more information about Total Defense and its products, please visit www.totaldefense.com.

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About Innovave Marketing Group

Innovave Marketing Group provides innovative reward solutions unique to the consumer loyalty, channel incentive, and consumer promotion marketplace. Based in Silicon Valley, Innovave Marketing Group has a specific focus toward providing reward types not before seen in the reward and incentive marketplace, helping to differentiate customer loyalty and engagement programs, drive customers’ imaginations and produce business results. With over 20 years of client centric service & experience supporting the loyalty and incentive program industries, Innovave’s team has collectively been involved in more than 2,500 programs across industries including financial services, hospitality, technology, and consumer products.

For more information about Innovave Marketing Group, Please visit www.innovavemarketing.com

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