
ADAOX AND WEBSPY SIGN MIDDLE EAST DISTRIBUTION DEAL

Dubai, United Arab Emirates, November 30, 2008: ADAOX Middle East, the leading Value Added Distributor of IT security solutions and services across the Middle East, today announced that it has signed a distribution partnership with WebSpy for the Middle East region. According to the terms of the agreement, ADAOX will promote and distribute WebSpy's range of Internet, Email and network monitoring software across markets such as United Arab Emirates, Saudi Arabia, Bahrain, Oman, Qatar, Yemen, Kuwait, Jordan, Libya, Egypt, Lebanon and Iraq.

"The Middle East is one of the fastest growing regions in the world and a very important one for WebSpy. It is, therefore, imperative for us to work with partners who not only understand our technology and markets, but also have extensive experience and in-depth knowledge of local business needs and cultural aspects," says Mr. Lagis Zavros, COO of WebSpy.

"We have been working closely with ADAOX in Greece for the last couple of years. ADAOX is not only a committed partner but they have also been very successful in increasing the brand awareness of our products in the region. By expanding our distribution partnership to the Middle East, WebSpy is looking forward to increasing the visibility and demand for our Internet and network reporting solutions in this region as well," Mr. Zavros adds.

As per the agreement, Adaox will distribute and promote WebSpy's two main analysis and reporting product ranges - Analyzer and Vantage, and WebSpy's real time monitoring solution - WebSpy Live, across the Middle East region.

WebSpy's Analyzer range offers comprehensive Internet and email reporting and analysis, designed to help reduce the costs and risks associated with providing Internet access and email resources to employees. Vantage is WebSpy's award winning, superior analysis and reporting range that assists organizations in identifying Internet and email misuse, identifying and resolving network problems and download issues, strengthening security controls, preserving bandwidth, minimizing litigation risks, and identifying the source of data loss or damage.

"ADAOX focuses on value-added distribution of IT security and backup products. We found WebSpy's solutions adding value to our existing portfolio of offerings for channel partners. WebSpy specializes in developing internet, email and network activity analysis and reporting software, designed to provide a transparent view of how organizational resources are utilized. The company's solutions enable organizations to make informed decisions to mitigate risk and maximize productivity by monitoring and reporting on recreational or illegal use of internet resources," explains Mr. Neo Neophytou, Managing Director of ADAOX Middle East.

"Our extensive distribution and channel network and regional reach will allow WebSpy to expand the availability of its top notch solutions to Enterprises in the Middle East region. This partnership deal highlights ADAOX's ability to deliver value to its partners not only as a distribution channel but also as a strategic marketing partner. We are confident WebSpy's world class, award winning, products will be well received in this region," Mr. Neophytou concludes on a high note.

ABOUT ADAOX:

ADAOX, is a leading Value Added Distributor which provides IT Security Solutions and Services to customers across the Balkans and the Middle East regions. ADAOX enables customers protect, store and manage their valuable data; and works closely with its Channel Partners to empower them by extending technical expertise, support and training to develop their overall capabilities.

With offices in Cyprus, Greece and the United Arab Emirates, ADAOX specializes in value added distribution and support of IT Security Solutions in the areas of Malware Protection, Disaster Recovery, Web Filtering, Internet Bandwidth Optimization, Unified Threat Management, Antispam and Intrusion Detection & Prevention. ADAOX is committed to ensuring customer satisfaction by offering its partners and customers quick response to all their queries and the best prices in the market.

For further details, please visit <http://www.adaox.com> or call +97143754052.

ABOUT WEBSPY:

WebSpy is a global vendor of software solutions that transform the raw data in log files into manageable information, providing a transparent view over organizations' Internet, email and network usage. WebSpy enables organizations to protect and maximize their Internet investment, reducing costs related to unproductive behavior, bandwidth usage and legal liability, whilst still allowing enjoyment of the benefits of a web-enabled environment. WebSpy can report on more than 200 log formats from different vendors and provides an independent, holistic and reliable window into what is happening within an organization's network and security environment.

WebSpy has representation on Microsoft's Worldwide ISV Partner Advisory Council (PAC).

Full versions of the WebSpy products are available to download and trial, free for 30 days, at: <http://www.webspy.com/products>

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