



For More Information:

Cathy O'Neill
C8 Consulting Ltd for DES
+44 (0)1189 001135
cathy@c8consulting.co.uk

DES Offers Budget Beating Deals At Infosec 2011

- **DES also targets North American market by recruiting new partner @Sales & Marketing**

Taunton, UK, 18th April 2011 - Data Encryption Systems Limited (DES), the UK-based leader in software copyright protection, data encryption, secure messaging and data storage solutions and winner of Computing Security's Encryption Product of the Year 2010, has today announced its exciting range of offers for visitors attending Infosecurity Europe Conference & Expo 2011. The company has also announced a new partner appointment with @Sales & Marketing, leaders in **Strategic Consulting and Active Field Representation**, who will act as a sales partner for DESLock+ in the North American marketplace.

Deals At Infosec 2011

At Infosec 2011 DES will be offering considerable discounts for volume licences, ranging from a 10 percent discount on orders of over 100 DESLock+ licences, on the condition that users take out a single year's technical support and maintenance on the product, to an amazing 80 percent discount for those who purchase three years support for 1000 plus user licences. David Tomlinson, Managing Director for DES, comments:

"We are delighted to be able to offer these fantastic deals to visitors at Infosec 2011 and feel that they are coming at a time when we are seeing a lot of budgets being frozen or cut and when every penny counts. Organisations are becoming more and more vulnerable because with limited funds it is easy to neglect your encryption needs and place this money elsewhere. The Information Commissioner is starting to impose the first monetary penalties for data breaches - the first two incidents of stolen laptops picking up a total of £150,000 in fines, presenting any organisation which should, but hasn't yet introduced encryption with a tough choice. Our products should be looked upon as an insurance against these penalties and breaches and at DES we want to do as much as we can to help organisations to protect themselves properly - at a dramatically reduced cost."

DES will also be showcasing its newly released DESLock+ Enterprise Server at Infosecurity Europe Conference & Expo 2011, bringing cloud-based management to endpoint encryption and allowing centralised control of encryption keys and security beyond the corporate network. DES will be offering an exclusive concession on this product too, as for a limited time only, any qualified enquiry for over 100 users will receive a full licence of the Enterprise Server and 10 perpetual user licences - all free of charge. This will make

undertaking a cost-free assessment of DES's technology as quick and painless as possible and will leave the customer with a working installed management system and workgroup - from where it will be simple to launch a large scale deployment.

Storming The North American Market

In conjunction with these exciting new offers, DES has also announced its expansion into the North American market, by appointing @Sales & Marketing as Country Managers in this region. @Sales & Marketing will operate from offices in N. CA, Metro NY and Metro Seattle, WA. Its principle role will be to provide hands-on B2C and B2B sales representation and affiliate marketing, business development and strategic business planning in all vertical markets served by Data Encryption Systems, including Government, Education, Business and Home. David Tomlinson continues:

“Our partnership with @Sales & Marketing is another announcement that we are very energised about, it is a specialist at delivering sophisticated services to build brands by identifying and implementing strategic alliances and third-party partnerships. The @Sales & Marketing team comprises of successful serial entrepreneurs and hands-on experts who drive business forward with timely and measurable strategic consulting and tactical results. Working with this company I am optimistic that DES will be to satisfy the North American market as successfully as it has in the UK.”

If you are interested in finding out more about these offers or partnership announcement, then please visit DES on stand D22 at the Infosecurity Europe Conference & Expo which runs from Tuesday 19th until Thursday 21st April at Earl's Court in London.

To find out more about the company and its products, please visit www.des.co.uk or call 0808 100 1233. .

- ends -

About Data Encryption Systems (DES)

Since 1985, Data Encryption Systems has been the UK's most successful manufacturer of software protection dongles, software copyright protection systems, secure handset reprogramming accessories. Data Encryption Systems markets and supports products used by tens of thousands of businesses worldwide to protect applications, copyrighted materials, medical records, government files and other confidential and personal information. The company's flagship product, DESlock+, has been awarded *SC Magazine's* Best Buy for three successive years and was also the winner of Computing Security's Encryption Product of the Year 2010.

About @Sales & Marketing

@Sales & Marketing delivers sophisticated services to build brands by identifying and implementing strategic alliances and third-party partnerships as well as coordinating corporate marketing, public relations and advertising programs. The company acts to drive your business forward with timely and measurable results by providing senior management expertise, contacts and qualifications at affordable rates even in today's Great Recession marketplace. Organisations looking to add personnel for projects or extended programs and wants to accomplish its most important goals and objectives in a timely and economically sound fashion, should consider @Sales & Marketing. For more information please visit: www.sales-and-marketing.net