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## **DES Sets its Sights on the International Market**

**By appointing Sales Manager, Steve Sharp to set its international strategy in motion and spearhead SME market growth for DESLock+**

**Taunton, UK— 5<sup>th</sup> December 2006**—Data Encryption Systems Limited (DES), the UK-based leader in software copyright protection, data encryption, secure messaging and data storage solutions, is setting its sights firmly on the international market with the appointment of a new Sales Manager, Steve Sharp. Steve's remit is to extend DES' international reach by recruiting channel partners who have the experience and knowledge to rapidly expand sales of DESlock+, particularly in the small to medium enterprise (SME) market.

Since its introduction DESlock+ has appealed to a broad section of the market and as a result has taken DES into a much wider arena. DESlock+ helps organisations to protect against 'insider threat' by offering simple, yet extremely powerful, encryption of documents, folders, disks and removable storage media, and computer systems. Today, DES has over 10,000 DESlock+ users, and the potential for the product is enormous, hence the appointment of Steve to help drive sales forward.

David Tomlinson, Managing Director, DES says: "Until recently, DESlock+ was distributed, very successfully, via our direct sales force, but it is now a key focus to extend our reach by recruiting proactive sales partners. We hired Steve to help us achieve this strategic objective. Since his appointment, Steve has already recruited two major new resellers; Tech Corp in Brazil and T3 Corp in America, this is a very promising start and bodes well for the future."

Over the course of 2007, DES will actively expand its channel partner base, which in turn will significantly increase the company's revenue.

Renato Onishi from Tek Corp Brazil says: “We are very excited about the opportunity to work with DESlock+ in our country. We have many problems of stolen laptop computers especially from the government and from the banks. These computers often contain private data, and now we can offer the customer a simple solution to encrypt this data. DESlock+ is so easy to install and use, our support time is not taken up and the customer can install and use with no problems at all.”

Steve Sharp commented: “This is an exciting opportunity which plays to my strengths and my experience in developing worldwide channel strategies. Once we have established a reseller channel, the major priority will be to ensure that we actively support our partners through targeted marketing activities such as the development of marketing collateral, event support and PR at both a local and national level, and eventually the hosting of reseller conferences. We want to keep the market as exclusive as possible, rather than promote a culture of one-upmanship amongst resellers, DES is keen to create a good environment of open discussion and mutual support.”

Steve continued: “Every time you turn on the TV or radio nowadays there is news about laptops being stolen or sensitive data falling into the wrong hands. DESlock+ is a right place, right time product and I am keen to speak with resellers and distributors looking for the next market growth business opportunity.”

Steve brings with him extensive knowledge of the reseller and distribution market. He has over 25 years of experience in developing reseller channels in Europe, USA and the Far East. Before joining DES Steve headed up Capital C (Europe), specialising in developing reseller and distribution channels for start up organisations. Prior to this Steve was also responsible for channel development at Hitachi Europe and Panasonic.

**Notes for editors:**

**About Data Encryption Systems**

Since 1985, Data Encryption Systems has been the UK’s most successful manufacturer of software protection dongles, software copyright protection systems, and 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 the third year running.

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