



FOR IMMEDIATE RELEASE

BiTKOO Announces First Ever Row and Column Level Security Firewall for the Microsoft Azure Data Cloud

Los Angeles, California, March 17, 2011- BiTKOO, a leading provider of fine-grained authorization software utilizing the XACML standard, announced today the general availability of **DB-Wall™ Azure Edition** - the first of its kind software product. DB-Wall extends its exclusive row and column level security to data stored in the cloud by Microsoft SQL Server Azure.

DB-Wall made waves in the SQL Server market last year when it was released as the only row and column level security software product for SQL Server 2005 and 2008. Now with the introduction of **DB-Wall Azure Edition**, BiTKOO is expanding its product offering to customers of the Microsoft Cloud.

Doron Grinstein, BiTKOO's CEO, said in a statement: "I am very proud of our engineering team which has pulled another coup for BiTKOO. No other software vendor in the world can claim to have capabilities even remotely close to our Keystone™ fine-grained authorization product. With the introduction of DB-Wall and DB-Wall Azure Edition, we've essentially cornered the market for fine-grained authorization. Why? Because it is not enough to expose raw XACML and let customers figure out what to do next. Our customers expect a product that would just as easily protect databases as SharePoint 2010, .NET applications, and Java applications. They do not want to write custom logic for every application tier. I am confident that DB-Wall Azure Edition will usher in a wave of new customers for the Microsoft Cloud. DB-Wall Azure Edition adds a significant level of enterprise sophistication to an already fantastic service offering from Microsoft."

DB-Wall Azure Edition works seamlessly with Keystone, BiTKOO's fine-grained authorization engine giving organizations unprecedented control over access to data resources, with full transparency and detailed access logging. This new software product can be delivered either from the cloud, as a hardware appliance, VM application or as installable software.

To learn more about DB-Wall, please visit http://bitkoo.com/db_wall_home.php

About BiTKOO:

BiTKOO is the global leader in XACML and fine-grained authorization software. More companies rely on Keystone, which is the first hybrid RBAC/ABAC XACML authorization software, than all vendors in the field combined. Founded with the belief that identity and access management should be as simple and available as the telephone dial-tone, BiTKOO empowers customers to concentrate on their respective domains, while providing them with the knowledge and peace of mind that their identity and access control is provided by best-of-breed and standards-based solutions that are scalable and secure.

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