

Building on its comprehensive Secure Content Management portfolio, Trend Micro announces new Total Web Threat Protection

Trend Micro Incorporated (TSE: 4704, NASDAQ: TMIC), a leader in network antivirus and Internet content security software and services, today revealed state-of-the-art Web threat protection technology delivered to customers. New in-the-cloud Trend Micro's Web Reputation technology is a key new innovation being added to the Trend Micro multi-layered approach to dealing with evolving multi-component Web threats that take advantage of the interactive nature of the Internet.

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Total Web Threat Protection is a key component within Trend Micro Secure Content & Threat Management security solutions portfolio. Owing to the evolution of threats and security solutions created to combat them, independent analyst firm IDC, estimates that the Secure Content & Threat Management market reached \$11.6 billion in 2005. The Web has evolved to become a primary threat-infection vector for modern-day attacks. Web threats are now often built from multiple components including email and Web downloader elements. As email and Web threats merge, solutions are needed that provide feedback between these two areas, enabling networks to be centrally managed and protected from all of these threats. As a leading content-security company, Trend Micro is an expert in both messaging security and Web security with long-standing solutions that work together to deliver rapid, effective, total Web threat protection.

Web Threats

Engineered for maximum financial gain, Web threats cause businesses and consumers to be more exposed to information leakage and theft than ever before. These evolving and highly potent threats enter a company's network silently, in real time, posing immediate danger to company data, productivity, corporate reputation, and revenue. Trend Micro focuses on providing total Web threat protection, wherever Web threats can be most effectively thwarted: in the cloud, at the gateway, and on the endpoint.

Traditional scan-based security solutions alone no longer provide effective protection from these insidious threats; instead, organizations need to deploy a multi-layered, multi-component set of techniques that are flexible and adaptable to address evolving Web threats. Most URL-filtering and content-inspection solutions only protect reactively against known threats. To effectively combat Web threats, new website-reputation-based solutions working in tandem with URL filtering are needed.

'When an employee of a business uses the Web, whether for company research, to surf or socialize, they are automatically increasing the security risk to their organization and corporate managers need tools to better understand and make decisions about that risk,' said Trend Micro CEO, Eva Chen. 'The ability to track the credibility and reputation of a site before entering it is like running a credit check prior to entering into a business agreement. With such insidious and often targeted attacks, a normally trustworthy site could unwittingly become hijacked by malicious code. Trend Micro Total Web Threat Protection provides security readings and restrictions that lessen the risk of confidential information leakage and identity loss, and damage to company image as a result of Web-based attacks'.

Web Reputation

With one of the largest domain reputation databases in the world, Trend Micro maps over 300 million domains and over 2 billion hits daily. Trend Micro web reputation technology uses the industry's longest domain reputation history and provides updates on a continual basis. This visibility gives Trend Micro a distinct advantage in quickly responding to and remediating new email and Web threats.

Trend Micro Total Web Threat Protection Strategy is a multi-layered, multiple threat defense against Web threats, comprising innovative technologies deployed at the gateway, in the network, on the PC, and 'in-the-cloud' working seamlessly together to proactively respond to new and emerging Web threats. Trend Micro security solutions use a tightly integrated combination of Web reputation, URL filtering, antivirus, anti-spyware and anti-spam technology control to deflect Web threats.

The Web reputation functionality is being built into the portfolio of security solutions from consumer to small- and medium-sized business solutions as well as solutions for large enterprises. The technology tracks the credibility of Web domains and extends and applies to the Web threats Trend Micro's already-existing world-class Network Reputation Services, which protects over 78 million email accounts on a global basis.

Web Threat Solutions

Business

For mobile business users not on the corporate network, this new Web reputation technology provides even more benefits - it confers protection whether on or off the network, and with no impact to servers, Trend Micro's 'in-the-cloud' service also helps preserve IT resources and bandwidth.

Trend Micro OfficeScan® 8.0 (currently in beta) will be the first corporate solution to have the new Web reputation technology blended into its functionality. OfficeScan 8.0 beta adds support for Microsoft Vista, enhances support for 64 bit platforms and provides greater protection against threats via the Web through the addition of Web Security Rating and enhanced anti-spyware technology.

For more information regarding participation in the OfficeScan beta program, please visit: <https://www.trendbeta.com/index.php?get=297>

Consumer

Among consumers, social networking sites have become extremely popular, enabling the Web community to actively interact with others. Such sites provide diverse opportunities to interact with other users, but with such interactive capability also come increased risks of wandering into potentially unsafe Web neighborhoods.

Trend Micro recently announced TrendProtect, a new Web threat reputation service that continuously protects consumers and SOHO's against unwanted Web content and hidden Web threats whenever they are searching or browsing the Internet. Information regarding the overall reputation of a Website and the trustworthiness of individual Web pages within a site is needed,

based on extensive reputation resources that are continuously updated. Additional content-checking techniques track whether a Web site contains undesirable content, based on specified content-filtering categories.

To download the beta of TrendProtect, go to www.trendsecure.com

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[1] Source: IDC. 'Worldwide Secure Content Management 2006-2010 Forecast Update and 2005 Vendor Shares: The Convergence of Secure Content and Threat Management.' Doc # 203550. September 2006

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About Trend Micro Incorporated

Trend Micro Incorporated is a pioneer in secure content and threat management. Founded in 1988, Trend Micro provides individuals and organizations of all sizes with award-winning security software, hardware and services. With headquarters in Tokyo and operations in more than 30 countries, Trend Micro solutions are sold through corporate and value-added resellers and service providers worldwide. For additional information and evaluation copies of Trend Micro products and services, visit our Web site at www.trendmicro.com .

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