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## **RAZORTHREAT PARTNERS WITH MARKETLINK TECHNOLOGIES TO EXPAND THEIR VAR AND END-USER MARKETS**

**FOR IMMEDIATE RELEASE – ROYAL OAK, Mich.** – March 27, 2007 – Royal Oak network security firm RazorThreat teams up with Marketlink Technologies of Northville to market RazorThreat's Threat Analysis Console™ (TAC) through VAR and end-user channels. TAC is leading edge threat intelligence software that protects intellectual capital and personal information from external bots and malware and internal threats that get through existing security equipment.

“We are excited to partner with RazorThreat and add an effective security solution to our portfolio of industry-leading products,” said Dan Dempsey, president of MarketLink Technologies, a sales and marketing agency for manufacturers of computer-related products. “We believe this product has the potential to reach the forefront of the IT Security market and we look forward to rolling it out across the country.”

Marketlink will provide committed sales representatives with product knowledge and market expertise to establish VAR relationships and end-user sales across the country. MarketLink has executed similar strategies for Barracuda Networks, Netscreen and Symantec.

“MarketLink's expertise in the security VAR channels will help accelerate our next level of growth,” said Greg Guidice, president and chief executive officer of RazorThreat. “We are confident that MarketLink will help us attain market penetration and customer growth.

RazorThreat's Threat Analysis Console (TAC) enables an organization to analyze all of the logs generated by their existing security and network equipment to find threats that have gone undetected providing a **second order analysis** of the health of their digital assets (i.e. intellectual capital, personal identifiable information, and trade secrets). The TAC bridges the gap between static data and actionable information.

The TAC is unique and superior because it provides organizations the ability to identify and remediate internal and external communication violations and analyze quantifiable risk on a port-by-port basis for all threats to the enterprise, delivering a comprehensive enterprise-wide *Threat Index*™.

The primary benefit RazorThreat offers is it finds the threats that existing security systems miss thus increasing the ROI of existing security point solutions in the area of incident response, regulatory compliance and measuring security effectiveness. Also, it extends the effectiveness of current security solutions and provides a superior level of security policy, process and technology controls.

### **About Marketlink**

Marketlink Technologies builds sales channels for manufacturers of computer related products in the United States. It provides the highest quality representation possible, across all available channels and throughout the country. Marketlink provides many services to technology manufacturers including:

- VAR recruitment, training, sales launch and management
- End User pursuit for driving channel
- Business development services including telemarketing, inbound and outbound lead support, custom e-mail marketing campaigns
- Prepare sales and marketing materials, VAR programs, marketing campaign
- Web development, partner portals and lead registration tools
- Regional Trade Shows and Seminars support

Drawing on its vast experience and key relationships in the industry, it customizes sales, marketing and distribution plans for effective penetration into desired markets. Because of the solid support programs we implement, sell-through of the products is an extraordinary success. Please visit at [www.marketlinktech.com](http://www.marketlinktech.com)

### **About RazorThreat**

RazorThreat, based in Royal Oak, Michigan, provides leading edge threat intelligence software that protects intellectual capital and personal information from all known and yet to be discovered threats that get through existing firewalls, intrusion detection and intrusion prevention software. The software allows organizations to easily view, interpret, manage and remediate network-based security threats and vulnerabilities regardless of their source, creating trusted communication within and outside of the enterprise. The primary benefit of RazorThreat's software is it finds the threats other security systems miss increasing the ROI of existing security point solutions in the area of incident response, compliance and measuring security effectiveness. *RazorThreat finds the threats and omissions that your current security solutions miss.* For more information, please visit [www.razorthreat.com](http://www.razorthreat.com).

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