

2009 Global Market Leadership Award**Websense**

Frost & Sullivan is proud to present the 2009 Global Content Filtering Products Market Leadership Award to Websense for its continual efforts in strong product development and for its implementation of a market strategy that has allowed Websense to capture the most market share within the Content Filtering Market. Websense has clearly taken the initiative to differentiate its products and to develop sales and marketing strategies that have enabled the company to continue their role of market leader. This vision has enabled Websense to remain the leader in the content filtering market for the past four years.

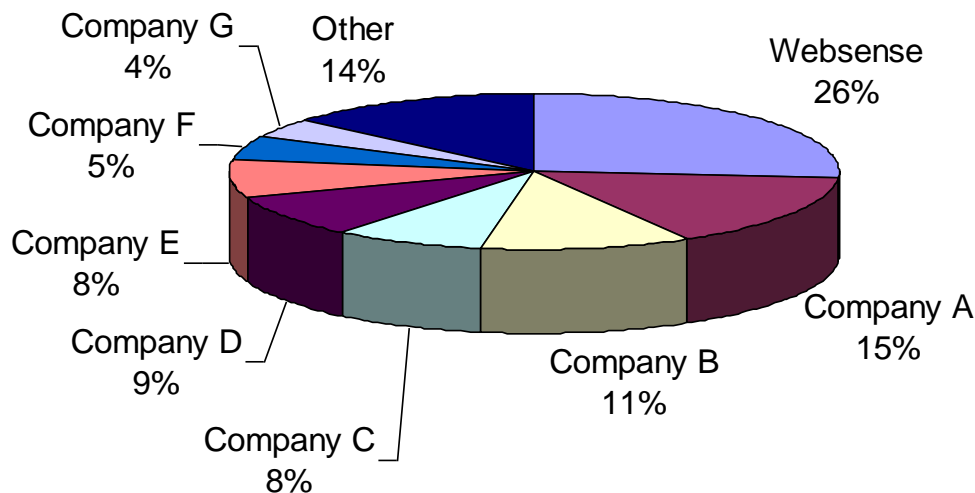
Websense, Inc., headquartered in San Diego, California is a provider of Web, data and email security. Protecting more than 50,000 organizations worldwide, the company has maintained a strong competitive position by offering both premise-based and Software-as-a Service (SaaS) security solutions. The company's distribution relies heavily on channel partners. While Websense has a solid foundation in the Web filtering market, the acquisition of SurfControl, PortAuthority, and the release of the Web Security Gateway has provided Websense with a very strong set of integrated solutions across the converging areas of Web Security, Email Security, and Data Loss Prevention.

Capturing Market Share

Websense continues to have solid growth year after year, and Frost & Sullivan believes that Websense captured over 26 percent of the \$2.7 billion global content filtering market in 2008. With its acquisition of SurfControl in 2007, Websense was able to secure its dominance in Web filtering and also gain traction in email security to remain competitive against other market participants such as Symantec and McAfee. The SurfControl acquisition has enabled Websense to further expand into the European market and offer SaaS security services for Web and email. Also in 2007, Websense acquired data loss prevention (DLP) provider PortAuthority Technologies, Inc. By leveraging the PortAuthority DLP technology with the content identification and categorization technology of the Websense ThreatSeeker™ Network, Websense is able to better manage the productive use of the Web, email, and data while preventing critical information assets from risk of loss or misuse and protecting against external threats. In early 2009, Websense acquired Defensio, a SaaS security service for social networks that prevents threats from blog spam and

also provides critical intelligence from social networks around new sites, content, and threats not seen via email or traditional Web detection techniques. This intelligence is fed directly into the ThreatSeeker Network and all of Websense products. With the proliferation of social networking sites such as Facebook and Twitter, Websense continues to enhance its technologies and products to stay ahead of any new possible threats and also to stay ahead of the competition in its coverage and ability to enable safe and productive use of these new and important Web technologies.

Chart 1.1 illustrates the market share by revenues for the World Content Filtering Products Market.



Note: All figures are rounded; the base year is 2008. Source: Frost & Sullivan

Proven Product Portfolio

Threats today are more advanced and sophisticated than before. These threats are emerging as the internet evolves and companies begin to leverage Web 2.0 technologies while at the same time exposing themselves to new security risks. Emails are also now one of the fastest and easiest ways to catch viruses, which are often uploaded through URL links connected to a malicious Website. Websense has been proactive in creating technologies to protect against these new threats. Websense roots began with Web filtering, and since then the company has developed a broad product portfolio of software, appliance, and SaaS solutions. Websense consists of products within Web, data and email security in which they all utilize and

feed intelligence into the ThreatSeeker network. The ThreatSeeker Network uses more than 50 million real-time data collecting systems that continuously monitor Internet content, thus giving users the most up-to-date protection possible from unwanted content and malicious threats. With its best-in-class Web, data, and messaging security technologies and its integrated network security threat defense, Websense enables organizations to protect their sensitive data by setting policy-based controls based on who can send what information, where, and how.

Websense Web security portfolio includes the Websense Web Security Gateway (WSG) and the Websense Web Security, and Websense Web Filter. WSG technology has been incorporated in the new v10000 gateway appliance as well as the SaaS platform, Hosted Web Security Gateway, which was developed to especially address Web 2.0 threats. Websense Web Security is available as an on-premise, SaaS, or hybrid solution. The messaging security portfolio consists of Websense Hosted Email Security, Websense Email Security software, and Websense Hybrid Email Security. In fact, Websense is one of the few security vendors that offer a choice of on-premise, SaaS security services, or hybrid solutions today. Finally, the Websense Data Security Suite includes the following integrated data loss prevention modules: Websense Data Discover, Websense Data Monitor, Websense Data Protect and Websense Data Endpoint. In 2008, Websense released Websense Data Security Suite Version 7, which includes the new Websense Data Security Endpoint to prevent data loss on remote laptops and removable media devices. Websense Data Security Suite uniquely provides content, context and destination awareness as part of its integration into the Websense portfolio. This cross-product convergence and integration of Web security, Email security, and DLP provides customers with real business and security value by providing visibility and control around who and what can go where and how. In other words, the ability to intelligently and easily understand and manage which users/groups can use what type of sensitive information and content, as well as which destinations on the Web, over email, or on to USB, and which applications, protocols, or devices they can use to do so.

Frost & Sullivan is pleased to present Websense with the 2009 Award for Market Leadership in the Content Filtering Products Market. Websense, year over year, continues to demonstrate leadership in this market through innovation, product differentiation, and acquisition and integration of new products and technologies to strengthen its content filtering solutions.

Award Description

The Frost & Sullivan Award for Market Leadership is given to the company that has exhibited market share leadership through the implementation of market strategy.

The recipient has displayed excellence in all areas of the market leadership process, including the identification of market challenges, drivers and restraints, as well as strategy development and methods of addressing these market dynamics. Furthermore, the Award recipient has continually demonstrated solutions for monitoring market changes and for implementing superior market strategies. By utilizing these strategies for success, the company has established itself as the market share leader in its respective industry.

Research Methodology

To choose the recipient of this Award, the analysts track competitor revenue and market share within the industry. This is achieved through interviews with market participants and extensive secondary research of proprietary data sources. Competitors are compared and ranked for relative position. Frost & Sullivan then presents the Award to the company that received the number one industry rank.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used to ascertain final competitor ranking in this industry. The recipient has excelled by substantially increasing one or more of the following criteria:

- Market share
- Revenue growth rates
- Profitability
- Market and technology innovation

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Frost & Sullivan

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