

PineApp Introduces the “Easy Pay Plan”

Makes Affordable IT Security Products Even More Affordable

New York City, New York, May 25, 2010:

PineApp, the security solutions provider for IT, today announced a special “Easy Pay Plan” offer for North America. This offer, targeted primarily towards small to medium-sized businesses with between 20 and 500 users, will allow customers to purchase a variety of PineApp’s IT security products under attractive payment terms.

Rather than requiring full payment upfront, the “Easy Pay Plan” consists of a minimal activation fee of as low as \$250 followed by low monthly payments of between \$45 and \$250 per month (depending on model). These payments cover the purchase price of the product, licensing, and full online Gold support coverage which includes complete product warranty, 24/7 telephone and online support, and software updates.

The plan will be managed by [RADirect](#), PineApp’s exclusive North American distributor.

Hezi Erez, PineApp CEO: “Derived from consideration and understanding of the current financial situation of many our customers, PineApp decided to introduce a business model that will enable them to purchase the IT security solutions that are critical to protecting their business, with the convenience of being able to pay over time. This results in significant savings in both CAPEX and OPEX.”

The first products to be available under this program are select models of PineApp’s Mail-SeCure, a high-performance perimeter security anti-spam and anti-virus solution with comprehensive management tools. Mail-SeCure is available as an appliance or software (on a server or VMware platform).

Under the terms of the plan's contract, an early termination fee will be imposed only if a customer decides to withdraw from the program prior to 36 months.

About PineApp

PineApp is a worldwide provider of affordable appliance- and software-based IT security solutions for businesses of all sizes. Our comprehensive portfolio includes solutions for email security (anti-spam and anti-virus), email archiving, web filtering, and a small business firewall, with offerings including both stand-alone and combination / all-in-one solutions.

PineApp's recently launched Software-as-a-Service (SAAS) suite includes a Disaster Recovery Plan (DRP) and a Managed Service package that enables service providers to offer advanced email management and protection services to customers at remote sites.

Founded in 2002, PineApp is headquartered in Israel, with branch offices in the US, Canada, UK, Spain, Italy, France, Russia and India, and distributors in more than 50 countries.

For more information, please visit www.pineapp.com.

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