



**SC Magazine honors MOBILE ACTIVE DEFENSE
as ROOKIE SECURITY COMPANY OF THE YEAR**

San Francisco, CA RSA Conference Wednesday Feb. 16th, 2011 – Mobile Active Defense, the Smartphone Security Company, was recognized with the prestigious **Rookie Security Company of the Year** award by **SC Magazine** for 2011 on Feb. 15, 2011 at the SC Awards Gala, held in conjunction with the annual RSA Conference in San Francisco.

The Rookie Security Company of the Year award validates Mobile Active Defenses' outstanding achievement through their Mobile Enterprise & Compliance Security (MECS) Server Solution in IT security and its exceptional security products. The SC Awards, now in its 14th year, is the de facto recognition for all those security providers and individuals fighting to protect global security.

According to Illena Armstrong, editor-in-chief, *SC Magazine*, "The SC Magazine Awards U.S. was organized to honor the professionals, companies and products that help fend off the myriad security threats confronted in today's corporate world."

Mobile Active Defense and other 2011 Excellence Awards winners were chosen by the industry's top security experts – representing the wide distribution of *SC Magazine* readers and their breadth of knowledge and experience in the information security industry.

"We are extremely honored to receive this prestigious award," said Rob Smith, CTO of Mobile Active Defense upon receiving the news. "Smartphones, pads and tablets represent a new paradigm of compliance challenges for the enterprise security professional - old methods don't work. Although MAD is a rookie company this award validates our strategy and approach to securing these devices as the best protection on the market. We are already seeing competitors and other players trying to mimic our approach and patent pending techniques and we predict many more to come to market this year. Many mobile solutions use MDM and sandboxing, but that's not real security or compliance. Our customers keep telling us good is not good enough. I need the best mobile device security I can get. Mobile Active Defense is the first product to deliver true security to non-BlackBerry devices."

"Mobile Active Defense represents one of the industry's leading lights," said *SC Magazine* Editor-in-Chief, Illena Armstrong. "Moving into 2011, our judges recognize that companies like Mobile Active Defense are helping them meet evolving security challenges."

Now in its 14th year, the information security industry's most prominent accolade, the annual SC Awards U.S. showcases the best solutions, services and professionals while recognizing achievement and technical excellence. *SC Magazine* distinguishes the achievements of the security professionals in the trenches, the innovations happening in the vendor and service provider communities, and the passionate work of government, commercial and nonprofits – all working to help improve global security. For more information and a detailed list of categories and winners, please visit www.scmagazineus.com/awards.

About Mobile Active Defense

The award winning Mobile Active Defense MECS Server is the flagship product of M.A.D. Partners, LLC, The Smartphone Security Company. Headquartered in Atlanta, GA with offices San Jose, CA, Mainz, Germany and London, England, the core team has almost 200 years combined experience in security hardware and software product design and development, marketing, sales and support.

M.A.D.'s MECS Server secures mobile enterprises to the most stringent compliance and security standards required by compliance regulated organizations. The Mobile Active Defense MECS Server locks down iPhones, iPads as well as multiple platforms of smart phone and tablet devices giving the enterprise complete control, management and administration over its entire mobile population based upon the devices' actual physical location.

About SC Magazine

SC Magazine was selected as 2010 Magazine of the Year by the American Society of Business Publication Editors (ASBPE). It provides IT security professionals with in-depth and unbiased information through timely news, comprehensive analysis, cutting-edge features, contributions from thought leaders and the best, most extensive collection of product reviews in the business. In addition to the monthly print magazine and a vibrant website updated daily, the brand's portfolio includes SC World Congress Conference and Expo, SC Congress Canada, *SC Magazine* Awards, SC Directory and *SC Magazine* Newswire.

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