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InfoAssure, Inc. One of Twenty Chosen to Present Innovative Security Solutions in Washington, D.C. at SINET Showcase 2010

SINET Showcase Brings Together Leaders in Cybersecurity to Collaborate

Annapolis, MD (September 2, 2010) InfoAssure, Inc. a leader in advancing Information-Centric Security (InfoCenSec®) technology and a pioneer in achieving self-protecting data objects through cryptographic defense-in-depth has been selected to introduce its patented innovative security technology, ***Need2Know® (N2K)***, during the Security Innovation Network™ (SINET) Showcase 2010 on October 27 in Washington, D.C. SINET, an organization focused on advancing Cybersecurity innovation through public-private collaboration, offered early-stage and emerging growth companies an opportunity to apply to present their Cybersecurity solutions at the SINET Showcase.

More than 130 companies applied to address leaders in Cybersecurity during the SINET Showcase and InfoAssure was one of only twenty promising security solutions providers chosen. The companies went through a two-step evaluation and selection process conducted by a committee of prominent technology industry leaders. InfoAssure will present for nine minutes on October 27 to an audience of representatives from the Federal government, private industry, system integration, research institutions, venture capital and investment banking communities. InfoAssure will also be featured at an exhibit station throughout the day.

"The quality of the responding companies to our Call for Presentations was exceptional, which made the selection of only twenty very challenging for the selection committee. We are confident that by raising awareness of InfoAssure and the other 19 companies, they will have a significant impact on our high-level audience at SINET Showcase. Our goal is to help match these 'best of class' companies with the security needs of the Federal civilian, defense and intelligence agencies and the commercial sector ," said Robert Rodriguez, Chairman and Founder of SINET.

To learn more and to register for the SINET Showcase on October 27 and the half-day SINET Workshop on October 26, go to www.security-innovation.org/showcase.htm. The SNET Showcase and Workshop are being held at the National Press Club in Washington, D.C. The SINET is offering an early-bird discount rate for attendees who register by September 10, 2010. The SINET Showcase and Workshops are supported by the U.S. Department of Homeland Security, Office of Science & Technology and public and private sponsorships.

About the Security Innovation Network™ (SINET)

The Security Innovation Network was created to increase collaboration between public and private sectors in the U.S. with the goal of accelerating innovation in security technology, practices and implementation. The SINET, founded by former Secret Service Agent Robert Rodriguez, focuses on advancing IT security innovation by promoting opportunities for collaboration between federal agencies, system integrators, innovators, entrepreneurs, venture capitalists, academics and scientists. To learn more about the Security Innovation Network please go to www.security-innovation.org.

About InfoAssure, Inc.

INFOASSURE.COM, INC. d/b/a InfoAssure, Inc. is a privately owned emerging software development company focused on **Information-Centric Security (InfoCenSec®)** solutions. **Need2Know® (N2K)** is an **InfoCenSec®** software solution that is based on the company's three encryption patents. All registered marks are property of InfoAssure.com Inc.

Implementing *N2K* into an enterprise IT environment transforms sensitive data into a self-protecting data object. By creating self-protected data objects, N2K enables a more efficient and secure data access control and protection process for discovery, access, and sharing of time-sensitive data, independent of traditional network-centric infrastructures. For more information on the company and N2K go to: www.infoassure.net