



FOR IMMEDIATE RELEASE
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8e6 Technologies Announces China Market Initiative

Orange, CA (October 20, 2005) – 8e6 Technologies, a leading supplier of Internet security appliances for threat monitoring, reporting and remediation, has announced its formal entry into the rapidly growing and dynamic China market with the opening of an office in Beijing to complement its existing office in Taipei. The two offices will now become the company's Greater China Division, which will have an immediate staffing level of more than 20 employees. The 8e6 Technologies executive team recently visited Beijing for the official opening of the office that will bring the company's sophisticated and proven Internet security solutions to customers in China. [>> 8e6 Technologies Announces China Market Initiative](#)

The creation of the new Greater China Division is in response to strong interest on the part of both educational institutions and business enterprises in the company's offerings for improving Internet security and productivity by identifying, blocking and reporting threats via undesirable Web sites, Spam, Instant Messaging, P2P file sharing, viruses and Spyware. Priorities for the new division will include localizing the 8e6 Internet filtering product line, cultivating local Internet security experts, and expanding the company's Chinese-language database of categorized Web sites.

"The network security market in China is expected to expand from \$375 million in 2004 to \$1 billion by 2008, our sources in China indicate," stated George Shih, CEO of 8e6 Technologies. "And security product sales reached \$18.8 million in the first quarter of 2005, which was a 25.4 percent increase over last year."

In a survey of 600 companies in North America and Western Europe, Yankee Group found that in 2004 half of all security problems originated from internal sources, up from 30 percent in 2003. As the education and business sectors in China continue to rapidly expand their utilization of networks and Internet connectivity, the ability to manage Internet security threats from within is increasingly crucial.

"This is a very significant step for us after watching this emerging market for our Internet filtering products for some time, along with other areas such as Russia, Brazil and India," stated Shih. "With an estimated 100 million regular Internet users in China, we see the potential Internet filtering market there surpassing that of the U.S. in three to five years. Capital investment is truly astounding and the economy is growing quickly but is stable. Based on all of the factors we felt would make us successful, we determined that this is the time and the place with the strongest opportunity. We expect the new division to represent five percent of our company's sales in the first year, rising to 25 percent in two years."

8e6 Technologies has selected James Lien to serve as general manager of the Greater China Division. Lien brings 15 years of experience in high technology, multi-national companies to the position. It is anticipated that the company will build Internet filtering product development capabilities through the division to localize the product, optimize cost and delivery, and enable the company overall to maintain a 24-hour development cycle. 8e6 product sales will be conducted through local VAR and reseller channels already in place through the company's Taiwan office.

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Additional related information:

Internet Security Compliance Law

www.8e6.com/internet-resources/security-compliance-laws.htm

SANS Internet Security Conference and Exhibition

www.8e6.com/internet-resources/security-events/sans-network-security.htm

K 12 Education Technology, Leadership and Learning Conference

www.8e6.com/internet-resources/security-events/technology-leadership-learning.htm

About 8e6 Technologies

8e6 Technologies provides high-value security appliances to manage Internet-related threats through filtering reporting and remediation. 8e6 solutions guard against threats from undesirable Web sites, Instant Messaging, peer-to-peer file sharing, viruses and Spyware. A Web filtering pioneer since 1995, the company maintains headquarters in Orange, California with offices in Taipei and Beijing, as well as a network of channel partners worldwide. For more information, please call 888.786.7999 or visit www.8e6.com.

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Editors Note:

Caption for attached photograph –

At ceremonies to announce the opening of the 8e6 Technologies Greater China Division were (l. to r.) Russell B. Schumacher, Vice President of Engineering; James Lien, Great China Division General Manager; Jared Thorkelson, Vice President of Sales and Technical Support; George Shih, Chief Executive Officer; Paul Myer, President and COO; and Eric Lundbohm, Vice President of Marketing.

