



## **Prevx Launches Reseller Program for Award-Winning Security Software; Former Lavasoft VP to Lead Channel Expansion Strategy**

*Prevx has launched the Prevx Reseller Partner Program which will enable value added reseller (VAR) partners to offer Prevx's unique Community Intrusion Prevention system to their customers throughout the United States.*

Derby, England ([PRWeb](#)) September 18, 2006 -- Prevx, a leading developer of Automated Malware Research, has launched the Prevx Reseller Partner Program which will enable value added reseller (VAR) partners to offer Prevx's unique Community Intrusion Prevention system to their customers throughout the United States. The Prevx Reseller Partner Program demonstrates the company's commitment to providing



channel partners with excellent support and incentives to successfully sell its Intrusion Prevention product. Prevx's award-winning software detects and eradicates viruses, worms and other forms of malware.

Fernando Francisco, former VP of Strategy and Development at Lavasoft, will head up the new channel focus as Prevx makes a concentrated expansion with VARs and resellers, especially those serving the small office/home office (SOHO) and small and mid-sized business (SMB) markets. Francisco's goal is to communicate how simple Prevx is to sell and implement (it takes less than 5 minutes to download and begin protecting a PC). The latest version of the software is available for download from Prevx's website, [www.prevx.com](http://www.prevx.com), but the company also offers client software with a console for central management for SMB and enterprise customers.

“I’m excited with the number of resellers who want to add Prevx1 to their current security portfolios,” said Francisco. “Prevx provides a totally unique perspective versus the big anti-virus vendors who are failing to cope with the amount of new malware. We are talking to resellers about complementing their security suite with Prevx1. In addition, I think Prevx offers the resellers who want to get involved in the security market the perfect opportunity to do so.”

The new Prevx Reseller Partner Program offers sales, marketing and support services to established resellers who are looking to enter the anti-malware market or build on their existing anti-malware portfolio.

“The entire company is strengthened with the addition of an industry powerhouse like Fernando,” said Mel Morris, CEO, Prevx. “We are confident that our new partners can profit through our special discount rates



without the burden of a financial investment. With malware becoming an increasing concern for businesses and consumers, partnering with Prevx makes perfect sense for ambitious resellers.”

### About Prevx

Prevx Limited is a privately-held, UK-based Internet security company that has developed a revolutionary approach to protecting computers from an ever-escalating assortment of malware for which it recently won the “Cool Vender” award from Gartner Research. Unlike traditional security companies that identify malicious code by its “signature” and then must develop a cure one virus at a time, Prevx’s Community Intrusion Prevention (CIP) system identifies malicious code by its “behavior” and is able to neutralize whole classes of malware before it ever has a recognized signature. As the traditional line of computer defense crumbles under the mounting threat



of malware, Prevx is able to use intelligence derived from detailed analysis of its rapidly growing community of users to offer more aggressive, comprehensive and effective protection from malware for the world of interconnected computers. More information about Prevx is available at <http://www.prevx.com>.

#### Media Contacts

Arthur Germain

Principal, Communication Strategy Group for Prevx  
631-239-6335

[www.gocsg.com](http://www.gocsg.com)

Rich Mullikin, APR

Communication Strategy Group for Prevx  
409-515-0641

[www.gocsg.com](http://www.gocsg.com)



###



## **Contact Information**

**Arthur Germain**

**COMMUNICATION STRATEGY GROUP**

<http://www.prevx.com>

631-239-6335

## **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## **PRWebPodcast Available**

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#)

[Listen to Podcast OGG](#)