FOR RELEASE: April 20, 2005
Contact Info:
Bill Chen
Co-Founder
ITInfosecure Inc.
(416) 907-4278
billc@ITinfosecure.com

New Website for IT Security Product Research

(Toronto, ON) – April 20, 2005 – ITinfosecure today announced the launch of their new website. The website, www.ITinfosecure.com, is the first on the web to focus strictly on providing North American corporate IT end-users information on IT security products and services. The site lists the latest security products by technical category encompassing technologies from authentication to intrusion prevention systems to email security. IT professionals now have an unbiased and uncluttered site where they can go to research the latest product information without having to spend a lot of time navigating around excessive banner ads and marketing material.

"We are pleased to offer this free service to IT professionals as we expect that it will save them precious time when researching the latest security products", comments Bill Chen, Co-Founder of ITinfosecure Inc. "Speaking with hundreds of IT people while doing our research, we discovered that when other sites do product comparisons the "bake-offs" don't really carry a lot of weight since there's a large perception that the winner is usually the largest sponsor of that specific site". "So what we've created here is a site that allows end-users to choose the product that best fits their infrastructure without external influences. Our site is literally built through the feedback from security vendors and end-users on how they want to see product information displayed".

The site, tagged *the premier source for information on IT security products and services*, is geared towards IT professionals who deal with security for their organization - from SMB to Fortune-level professionals and encompassing all verticals. The website boasts to feature no articles or reviews stating one product better than another but rather straight forward, easy-to-access information geared towards technical users.

"There are other great security sites on the web where users can read about the latest security news. Our site was created for the user who needs to research new product, and do it comprehensively and quickly." states Chen. "By excluding articles and reviews all products are put on a level playing field, which is something that's never been done until now. So now products will be considered based on their features and benefits and no longer favor the vendor with the largest marketing budget".

Not only is ITinfosecure.com valuable for end-users but resellers may gain value by visiting the site as well. Understanding the products offered out there by various security vendors can be a great way for resellers to find new vendors to partner up with.