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DATAPOWER AIDS ITS RAPID GROWTH WITH MAJOR EXPANSION OF CHANNEL PROGRAM -- POWERLINE DELIVERING DATAPOWER'S CHANNEL-READY AON DEVICES WORLDWIDE

Aditinet Consulting, Authsec, e-brilliance, IBM Global Services, InfoSecure, Integralis, Interdata, LShift, Merlin Technical Solutions, Multiforce Technologies, Scalable Networks Plc, Sena Systems, Grupo SIA, Systematic Software Engineering A/S Join the PowerLine Partner Program & Launch First-ever AON Channel Program Targeting the SOA and XML Opportunity in Global Enterprise & Government

CAMBRIDGE, Mass.--September 28th, 2005-- DataPower, the original creators and leading providers of intelligent application-oriented network (AON) infrastructure, today announced the most significant expansion in company's history for its PowerLine Channel program, highlighting DataPower's rapid growth and leadership, as well as its commitment to delivering its broad, channel-ready AON product portfolio through channel partners. Deployed in production by many top Global 1000 enterprises and government organizations, DataPower's network devices enable, secure, optimize and manage XML web services. With DataPower's expansion, leading Value Added Resellers (VARs), and System Integrators (SIs) across the United States and Canada, the United Kingdom, France, Germany, Italy, Israel, South America, Scandinavia and Japan have joined PowerLine to launch the first-ever channel program specifically targeted for application-oriented networking, for enterprise and government service-oriented architects to help them address their most pressing SOA, Web services and XML deployment challenges and SOA management issues.

"As DataPower continues to expand beyond our direct ability to meet the high demand for our broad product portfolio, we are strengthening our channels and continuing to rely on these strategic partnerships to help address our tremendous growth," said Mark Taber, Vice President of Worldwide Sales at DataPower. "With our PowerLine partners, this first-ever targeted AON program delivers leading planning, design and implementation offerings based on years of extensive real-world experience, field-proven best practices and DataPower's mature, channel-ready AON devices to ensure the success of both our customers' SOA initiatives and our partners' businesses."

DataPower's PowerLine program was first launched in 2003 (See: [DataPower Launches PowerLine Channel Partner Program for Resellers and System Integrators](#)) and has continued to grow, with 30% of DataPower's revenue generated as a result of its PowerLine partners. PowerLine equips VARs and SIs with DataPower's line of innovative application-oriented networking solutions that today include DataPower's award-winning [XS40 XML Security Gateway](#); [XA35 XML Accelerator](#); and [XI50 Integration Appliance](#). These channel-ready products deploy easily, leverage existing infrastructure, and require no code changes to existing applications, enabling system integrators & value added resellers to eliminate their customers' most pressing barriers

for deploying XML Web services and managing SOAs, by delivering scalable application integration, security, reliability, performance and reduction of complexity.

DataPower's broad product family provides essential policy control, security, service-level management, acceleration, integration and routing functions for SOAs. The XS40 XML Security Gateway is a robust, mature solution for securing XML Web Services. XS40 includes easy-to-use XML Firewall, WS-Security and access control functionality, and delivers government-grade security. The XA35 XML Accelerator, powered by XG3™, world's fastest XML processing engine, provides XML offload for servers and networks. It can perform XML parsing, XML Schema validation, XPath routing, XSLT transformation, XML compression and other essential XML processing; wirespeed XML performance and 10X to 70X performance improvement validated in numerous independent tests. The XI50 Integration Appliance can transform binary, flat text and other non-XML messages. An innovative application-oriented networking solution for secure XML enablement, enterprise message buses, and mainframe connectivity, this new approach to integration has been shown to reduce operating costs by as much as 10x. With its channel expansion and new targeted program, DataPower is extending its leading share of the global XML and Web services infrastructure market for which IDC expects worldwide spending in support of Web services-based projects to reach $11 billion by 2008.

"By decoupling applications, clients, and servers in an SOA, organizations must also plan for a more intelligent coupling of services to the networks that deliver them," said Alberto Mez, Marketing Manager at Aditinet. "DataPower's intelligent AON devices are easy to deploy and highly effective to quickly build out intelligent SOA networks for our end users, increase their business flexibility, leverage their existing IT investments, and help our customers better manage the complexity of their SOAs."

The DataPowerLine Partner Program

With DataPower, partners can turn to their installed base with DataPower's AON portfolio, as well as increase value and the average deal size with new prospects. Extensive training is available through DataPower and the DataPowerLine program. Program details include:

- **PowerLine Silver VAR** – The Silver VAR receives discounts based on sales, and is supported by DataPower through co-marketing, pre-sales collaboration, and training.
- **PowerLine Gold VAR** – DataPower's Gold VAR program delivers additional benefits for a larger commitment, and is designed for VARs for whom XML, Web Services, or security are strategic to their business. Increased margins and greater support are available to partners who commit to a larger sales target.
- **PowerLine Silver SI** – PowerLine Silver SIs include DataPower devices in their solution offering, but do not resell DataPower products. SIs are eligible to receive a finder's fee and support and work cooperatively with DataPower during the sales cycle.

- **PowerLine Gold SI** – DataPower's Gold SI program delivers additional benefits for a larger commitment of resources, and is designed for SIs for whom Web Services are strategic to their business. Greater support is available to SIs who make this level of commitment.

PowerLine benefits include: Discount on DataPower Products; Rebates; Finder's Fees; Lead Distribution; Market Development Funds; Sales Support; Training; and Lab Units For additional information about partner opportunities with the DataPowerLine Partner Program, please go to www.datapower.com/partners

About DataPower
DataPower provides enterprises with intelligent XML-Aware network infrastructure to ensure unparalleled performance, security and manageability of next-generation applications and XML Web Services. DataPower's patented XML Generation Three (XG3™) technology powers the industry's first wire-speed XML-aware networking devices that provide immediate return on technology investments while streamlining application deployments. Founded in 1999, DataPower is privately held and based in Cambridge, MA. For more information about DataPower Technology, please contact 617-864-0455 or visit www.datapower.com

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