

June 29, 2010 - HyTrust Wins Coveted Red Herring 100 North America Award

MOUNTAIN VIEW, Calif., Jun 29, 2010 (BUSINESS WIRE) -- HyTrust, Inc., the leader in policy management and access control for virtualization infrastructure, today announced it has been named a winner of the prestigious Red Herring 100 North America Award, which recognizes leading North American private companies and celebrates their innovations and technologies across respective industries. HyTrust was recognized in its ability to allow greater adoption of virtualization technology and private cloud, thus empowering organizations to attain greater efficiencies and cost savings.

"HyTrust embodies the vision, drive and innovation that define a successful entrepreneurial venture," said Alex Vieux, publisher and CEO of Red Herring. "Choosing companies with the strongest potential was by no means a small feat. HyTrust should be proud of its accomplishment, as the competition was very strong."

HyTrust provides a central point of control for compliance, security configuration, access control and policy management for virtual infrastructure. It enables virtual environments to be as secure and operationally ready as physical environments. HyTrust's solution allows a broader adoption of virtualization, along with all the business and technological benefits that it brings. By enabling separation of duty, restricted delegation and self-service, HyTrust allows organizations to adopt private cloud for their information technology needs.

HyTrust was chosen from hundreds of candidates and evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. Red Herring editorial staff cut through the "buzz" to recognize the most promising new business models in North America. The Red Herring 100 has become a mark of distinction for identifying promising new companies and entrepreneurs.

"We are thrilled that HyTrust has been recognized by Red Herring as a top 100 technology startup in North America," commented Eric Chiu, HyTrust President & CEO. "Virtualization offers enormous benefits to the enterprise; however they cannot be achieved without appropriate controls in place."