

The Black Hat Webcast Series

The Black Hat Webcast Program was launched in 2008 as an additional way to keep up with the loyal Black Hat audience. Topics focus on the hottest and most intriguing issues facing today's security technologist. Black Hat Webcasts are ideal vehicles to reach the engaged community, while positioning your organization as a thought-leader in a very dynamic market. The audience is focused on security products and solutions and which ones will work for their respective organizations—Black Hat Webcasts provide a cost effective way to sustain your visibility in the marketplace and generate quality leads instantly. As a Black Hat event sponsor, the addition of a Black Hat Webcast to your event marketing plan will ensure you get the most value out of your investment.

BENEFITS OF WEBCAST SPONSORSHIP

- Reinforce thought leadership by aligning your organization with leading industry experts
- Company logo and description will appear in all event promotion and on the webcast for high visibility
- Archived version of the event will be available for six months after the live presentation as sustained messaging
- Guaranteed lead contact info will be supplied to the sponsor following the live event and for the six months after as it's viewed
- Ability to include one question on the post-webcast poll—great opportunity to ask buying questions
- Brief opportunity for company representative to present or participate in the panel discussion

Webcast Editorial Calendar

- **August 2010:** Black Hat USA 2010 Wrap Up **Novell**
- **September 2010:** Expanding Compliance Into Critical Infrastructure 
- **October 2010:** Building the Best Free HUD
- **December 2010:** Web App Security
- **February 2011:** An International Look at Cybercrime
- **April 2011:** Privacy/Anonymity

We created the webcasts as a way to continue the Black Hat conversation between our live events and to give our speakers an additional outlet for research. In the spirit of that mission, Black Hat reserves the right to make schedule alterations for special breaking events. The most recent version of the schedule will always be posted online at:

<https://www.blackhat.com/html/webinars/webinars-index.html>

For further details, contact:

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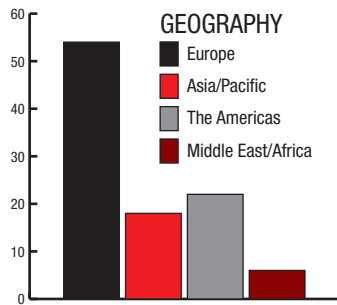
“As usual, very thought provoking and somewhat frightening when thinking of our technology deployments.”
—*Manager Information Protection,*
MidAmerican Energy Company

- Over 12,000 security professionals have registered to attend the Black Hat webcast series
- Each month an average of 560 attend the Black Hat webcast



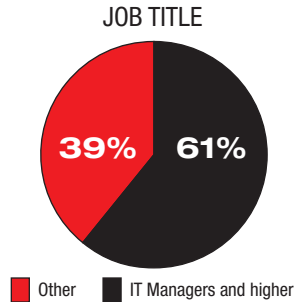
The Black Hat Webcast Series is an ongoing project developed to connect Black Hat's speakers with our highly engaged community in the spaces between our live events. Black Hat webcasts break news, share new research and add to the ongoing conversation that is the heart of the Black Hat experience.

Begun in June 2008, our webcast series attracts an audience strongly weighted toward the kind of highly-placed security decisionmakers prized by vendors, drawn from all major verticals and all corners of the globe.

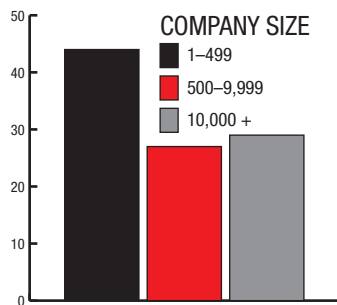


77% of the Black Hat Webcast Series audience comes from the US, but our brand is strong around the world. The remaining 23% of our attendees break down this way: 54% from Europe, 18% from the Asia/Pacific region, 22% from the Americas (excluding the US) and six percent from the Middle East and Africa.

Black Hat's live events bring in a wealth of technical influencers, people in positions to review, rate and recommend major purchases and our webcasts reflect this trend as well. In fact, people who have managerial authority in their job title account for a full 61% of our webcast audience.



Our webcast series draws security experts from companies large and small. In fact, half of our webcast audience comes from small and medium businesses and half comes from enterprise, including a full 15% representing companies with over 50,000 employees. No matter what size business they're targeting, sponsors



of the Black Hat Webcast Series get their products in front of decision makers from companies the right size for their offering.

At the center of all Black Hat endeavors is our commitment to content. The Black Hat community expects strong, actionable technical content from events under our brand. The response that we've seen from the community to our webcasts has been quite strong. Some audience quotes:

"Very good general overview of the state and history of Mac OS X security. I would love to see more of these in the future."

—Staff Member, Clickability, Inc.

"It was brilliant, amazing stuff."

—Vice President, Dynamic Egg

"Very well done. The presenters were very knowledgeable on the topic and responded clearly and concisely to questions"

—Consultant, Ernst & Young

"Very well presented and worthwhile!"

—Manager, DOP

When polled about what technologies and practices their organization planning to evaluate and/or purchase within the next 12 months, 33% were interested in application security technologies and 21% were looking for vulnerability assessment/penetration tools. The Black Hat Webcast Series audience has both interest and authority to purchase solutions across the broadest cross-section of the security space, from general products like WiFi-security all the way to topics like Forensics.

51%

of webcast attendees recommend it to a colleague or manager

54%

of webcast attendees visited a sponsor's site immediately afterward.

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2010 Webcast Series Delegate Snapshot

Black Hat's Webcast series attracts high-quality business security professionals from the public and private sectors. Over 12,000 attendees have registered for the Black Hat Webcast series. An average of 560 delegates participate in each webcast. Here is a sample of the type of delegates that attend the Black Hat Webcasts:

- Abbott Laboratories—Sr. Systems Analyst
- Alcatel-Lucent—MTS
- Alliance Data—Lead Information Security Architect
- Alpha One—Chief Security Officer
- Amdocs—Information Security Analyst
- American Express—Director, Technical Architecture
- American General Life Companies—Director, Information Security
- Amgen Inc—IS, Information Security Engineer
- API Healthcare—Chief Security Architect
- Armed Forces Bank—Systems Security Administrator
- AT&T—Sr Technology Security Manager
- AT&T—Technical Director
- AT&T Services, Inc.—Lead Technical Architect
- Avaya, Inc.—Software Developer III
- Bally Total Fitness—Sr. Security Administrator
- Banco Opportunity—Director
- Booz Allen Hamilton—Consultant
- Bungecraft Technologies—Network Engineer
- Cisco Systems—Network Consulting Engineer
- Citrix Systems, Inc.—Engineer
- Clark County—IT Systems Tech
- Codenomicon—CTO
- Commercial Data Systems—Systems Engineer
- Concordia College—Director, IT Infrastructure
- Department of Treasury—Computer Specialist
- Dept of Veterans Affairs—Facility Security Liaison
- Deutsche Bank—BigFix Engineer
- East Carolina University—Technology Support Analyst
- Ernst and Young—Senior Consultant
- Expedia, Inc—Security Architect
- Fishnet Security—Network Security Trainer
- Fujifilm Medical Systems—Network Engineer
- Goodwill Industries—Systems Administrator
- Guardium Inc.—Director, Security Compliance
- H&R Global Resources—VP Strategic Development
- HBGary—CTO
- HBO—Technical Director IT Security
- HealthcareFirst, Inc.—VP of R&D
- Honeywell—Sr. Security Administrator
- HP—Security Consultant
- Hydro International—IT Systems Engineer/Programmer
- IBM—Software Developer
- Intel Corporation—Platform Security Architect
- Intersections Inc—VP, Information Security
- Johns Hopkins University—Software Engineer
- KPMG International—Enterprise Architect
- Level 3 Communications Inc.—System Engineer
- LexisNexis—Sr. Solutions Engineer
- Lifetime Healthcare—Director of Operations
- Lockheed Martin—Network Monitor Tech
- Lockheed Martin—Chief Scientist
- Magellan Health Services—Information Security Engineer
- McKesson Corp.—Network Administrator
- Microsoft—Senior Software Engineer
- Mid-Central Federal Savings Bank—Sr. Systems Operations
- Minnesota State University—Professor
- MITRE—Chief Engineer
- Moneygram International—VP & CISO
- mykonos software—VP, Engineering
- MySpace.com—Director of Security/Principal Security Architect
- NASA—Computer Security Engineer
- National Renewable Energy Lab—Cyber Security Analyst
- NCI Information Systems—VP Information Assurance
- Norfolk Southern—IS Auditor
- North Carolina A&T State University—Director of Enrollment Technology & Information Management
- Novell—Vice President Engineering
- Oracle—Sr. Principal Security Engineer
- Oracle—Principal Member
- Qualcomm, Inc.—Network Engineer
- Raytheon—Computer Forensics Lead
- Redteam LLC—Director
- Scottrade, Inc.—Application Security Engineer
- Seagate—Security Engineer
- Seagate Technology—Sr. eSecurity Staff Engineer
- Security Innovation—Director
- Software Therapy—Director, Project Management
- SoftwareSecured—Information Security Engineer
- Solera Networks—Software Engineer
- SonicWALL—Director of IT Operations
- Southern Community Bank—Network Admin
- State of Florida Courts, 19th Circuit—Chief Technology Officer
- Sun Microsystems—Senior Security Engineer
- TASC, Inc.—System Security Engineer
- The Boeing Company—IT Security Advisor
- The University of Oklahoma—Senior IT Compliance Auditor
- Toshiba America Medical Systems—Network Services Manager
- Trustwave—Senior Vice President, SpiderLabs
- U. S. Army Corps of Engineers—Technology Information Specialist
- UBC Computer Science Department—Systems Analyst
- United Heritage—Director, Info Tech
- University of Amsterdam—SNE Director
- University of Oklahoma—Security Analyst
- University of Washington—IT Manager
- UPS—Sr. Data Security Analyst
- US ARMY—Computer Scientist
- VTX Communications, LLC—Senior Network Technician
- Webroot—Director of Threat Research
- Windstream Communications—Network Security Engineer

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