

## **Astaro Web Gateway Kick Start Programme Gives Resellers up to 85% Discount on Latest Appliances**

Promotional pricing, free training and new marketing tools to facilitate market adoption of Astaro's 'all-in-one' web security appliances.

*Reading, UK (11 June, 2008) - Astaro Corporation ([www.astaro.com](http://www.astaro.com)), a leading vendor of security appliances, today announced a Kick Start programme for its latest product line, the Astaro Web Gateway (AWG). From today until 30 June, resellers can purchase any of the AWG 'all-in-one' integrated web security appliances from Astaro's UK distributors at 85% a discount of the retail price.*

Arne Klein, VP of Global Marketing at Astaro, said, "This is the biggest new product promotion Astaro has ever offered its channel. An AWG can significantly simplify and improve a user's web security. The Kick-Start programme is designed to enable resellers to easily enter the web security market or enhance their product offering. Any reseller adding the AWG product range to its portfolio this month will be able to offer the best web security deal to its customers, while retaining significant margin."

First demonstrated in the UK at Infosecurity in April 2008, the AWG range provides complete protection and control over data transferred over the web. The 'all-in-one' web security appliance features malware detection and removal, Instant Messaging and Peer 2 Peer application control, URL filtering, dual anti-virus scanning and bandwidth management, fully integrated and manageable through a single and intuitive browser-based user interface. The Kick-Start program applies to all AWG models, 1000, 2000, 3000 and 4000, for larger enterprises.

Any reseller that orders AWG appliances during the promotional period will also receive complimentary training and a promotion kit that includes AWG marketing tools. The kit's postcards, email template and telemarketing script will facilitate communications with customers. Resellers will also be given the Astaro Orange Paper, "All-in-One Strategy for Web Security" and the AWG datasheet, providing technical information on web security and the AWG appliance line to their customers. Finally, Astaro is providing free access to the Webinar "Web Security Made Easy", which resellers can make available to all customers.

### **Pricing and Availability**

The Kick Start programme will be available from today through to 30 June 2008. To order an Astaro Web Gateway Kick Start package, contact Astaro's UK distributors, Arc Technology [www.arctech.co.uk](http://www.arctech.co.uk) or Northamber <http://www.northamber.com>. To request more information directly from Astaro, call +44 (0) 118 9036050.

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### **About Astaro**

Astaro Corporation is headquartered in Burlington, Massachusetts and Karlsruhe, Germany. The Astaro Security Gateway, simplifying Email, Web & Network Security, has won numerous industry awards and is protecting over 30,000 networks in 60 countries. Astaro products are distributed by a worldwide network of nearly 2,500 solution partners who offer local support and services. For more information, please visit [www.astaro.com](http://www.astaro.com).

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