

Astaro Makes Attractive Offer to Woo Symantec Resellers 40% Margins, 20% discount, and a 100% Channel Loyalty

Burlington, MA (July 22, 2008) – In response to Symantec's recent announcement regarding its direct sales and automated renewal policies, Astaro Corporation (www.astaro.com), a leading vendor of security appliances, today announced a new promotion aimed at Symantec resellers. Astaro, a 100 percent channel-focused company, is offering a 20 percent discount on Astaro products through its "Symantec Switch" promotion to help alleviate the strain these partners may feel in the wake of Symantec's new policies.

During a June 12 conference, Symantec COO Enrique Salem announced the following: "Symantec over the last 25 years has been very focused on a two-tier distribution strategy, but as we've built out a very strong direct sales force where we're heavily engaged with each customer, it doesn't make sense to continue to leverage both a distributor and a partner to serve let's say, the seven, eight, 900 largest customers in the world." He continued to explain that those top customers will now have the option to go direct, cutting out the distributor. Salem explained that "...if the distribution channel is not adding value there's no reason to keep them as part of the equation."

Alex Quinonez, VP of Sales at Astaro, explains, "The value of our channel is simple: it's equal to our total revenue. We will continue to reinvest resources into our channel because they are the engine that keeps our sales growing. For instance, we recently quadrupled the size of our field channel marketing team to help support the efforts of our partners and already we are seeing it pay off." To reflect their appreciation of the channel, Astaro is offering an open invitation to join the Astaro Partner Program and receive an additional 20 percent discount for those resellers that wish to change a Symantec renewal opportunity into an Astaro purchase. Joining Astaro's partner program allows resellers to take advantage of a newly built field channel marketing team, resources and training, as well as aggressive margins of up to 40 percent.

For more information about Astaro and the "Symantec Switch" promotion or for information on how to become an Astaro partner please visit http://www.astaro.com/partners/become_a_partner.

About Astaro

Astaro offers the most complete and easy to use Internet security appliances available. Combining best of breed applications, the proven quality of Linux and enterprise level performance, Astaro's award-winning products provide the latest protection with the best total cost of ownership. Software, hardware and virtual appliance offerings provide users the flexibility to meet a wide variety of deployment scenarios. Distributed by a growing worldwide network of more than 2,500 resellers, Astaro products protect over 35,000 businesses in 60 countries. Astaro, headquartered in Burlington, Massachusetts, USA and Karlsruhe, Germany, offers free downloads of its products at www.astaro.com.

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