

StartupFactory, LLC

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FOR IMMEDIATE RELEASE

StartupFactory, LLC Signs With Check Point Software Technologies, Ltd. To Develop Key Messaging for R75 Network Security Suite

Oakland, Calif., 11-19-2010 – StartupFactory, LLC, a strategic communications firm specializing in early stage businesses announced today that they have entered into an agreement with Check Point Software Technologies (NASDAQ:CHKP), to provide specialized marketing consulting services. The consulting engagement focuses on the develop of a compelling set of key messages designed to facilitate the introduction of the latest release of what has grown to become the market-leading network security product. The messages will be developed for integration into all planned product promotions. Additionally, StartupFactory will develop visual concepts and other elements that will further leverage these key messages.

StartupFactory will lead discussions with Check Point product marketing teams and help develop unique and creative concepts for campaigns, events and new product initiatives for the R75 suite of network security products. Check Point R75, the latest version of Check Point's network security suit, is the first release to implement Check Point 3D Security vision. Check Point R75 is now available and introduces four new software blades for Application Control, Identity Awareness, Data Loss Prevention, and Mobile Access. The new release enables businesses to gain greater visibility and control over data, Web 2.0 applications, and mobile access—bringing organizations multi-dimensional security in a single, integrated solution.

Much of the planned consulting will be conducted in a “workshop” environment, where both StartupFactory and Check Point team members are actively involved in a collaborative creative process. At the final phase of the consulting engagement, StartupFactory will test recommendations through internal and external validation resources, analyze results and offer actionable conclusions. “Going forward we wish to focus on developing a set of key messages and communications tools that will position Check Point as the de facto global leader in IT security”, said Robert Goldberg, president of StartupFactory, LLC.

About Check Point Software Technologies, Ltd.

Check Point Software Technologies Ltd. (www.checkpoint.com), the worldwide leader in securing the Internet, provides customers with uncompromised protection against all types of threats, reduces security complexity and lowers total cost of ownership. Check Point first pioneered the industry with FireWall-1 and its patented stateful inspection technology. Today, Check Point continues to develop new innovations based on the Software Blade Architecture, providing customers with flexible and simple solutions that can be fully customized to meet the exact security needs of any organization.

About StartupFactory, LLC

StartupFactory, LLC (www.startupfactory.biz) provides the strategic marketing services required by the new and early stage business. The company delivers sharply focused guidance specifically targeting the marketing “infrastructure” needed at this unique phase of business. The StartupFactory mission is to facilitate market entry using proven tools and techniques that add value to customers’ brand and create or increase market awareness.

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