

StartupFactory, LLC

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FOR IMMEDIATE RELEASE

StartupFactory, LLC retained to develop lead generation program for Silicon Valley Cloud Security Innovator, Zscaler, Inc.

Oakland, Calif., 09-09-2011 – StartupFactory, LLC, a strategic communications firm specializing in early stage businesses, announced today that they have entered into an agreement with Zscaler Incorporated, to provide specialized marketing consulting services. The consulting engagement focuses on developing an integrated family of lead generation tools for Zscaler’s cloud security services.

The lead generation program will begin with a datasheet outlining Zscaler’s approach to Web Security for the Enterprise, a case study showing how the Zscaler approach was used for British Telecom, and a product focus document detailing the Zscaler approach to the Secure Web Gateway service, names ZETA. StartupFactory will work with Zscaler marketing teams to develop key messaging that will focus on product differentiation and in some instances, provide side-by-side comparisons to other competitive products.

About Zscaler Incorporated

Zscaler is the industry-first multi-tenant security provider. These security services enable any end user, from any place, using any device to have a rich Internet experience while enforcing security and business policy. Zscaler delivers this service using their Global Cloud Infrastructure. Rather than buying appliances, Zscaler offers a new on-demand business model, whereby customers pay a subscription fee. Cloud service is built upon ground-breaking, high-performance technology that eliminates latency. Zscaler reduces risk, lowers cost, improves resource utilization and simplifies IT administration. Zscaler has established a leadership position for in-the-cloud security for enterprises, ranging from small businesses to Fortune 500 companies.

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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