

## **A Global Financial Credit Reporting company picks SafeMedia's P2P Active Denial Appliance to secure its network against Inadvertent File Sharing**

SafeMedia's Active Denial P2P network security appliance has been selected by CRChex, Columbia Falls, Montana, to provide P2P network security for its credit checking application. SafeMedia installed "Clouseau", a network security management appliance designed to monitor, detect, intercept, capture and actively deny all inadvertent file sharing from P2P networks, encrypted or non-encrypted, without invading the users' privacy.

Safwat Fahmy, CEO of SafeMedia emphasized that protecting credit reporting companies from the risks of inadvertent sharing of individual credit data while stopping P2P exposure to Identity Theft is a priority for CRChex.

"Being selected by CRChex to protect its customers, employees and company confidential data further validates our commitment in providing the only Active Denial of P2P Network security solutions for the financial services industry", Fahmy said.

Before choosing SafeMedia's solution, CRChex relied on a firewall to protect against P2P inadvertent file sharing. Due to the massive use of encrypted P2P, CRChex realized that firewalls could not stop encrypted P2P. "We were impressed with the way SafeMedia could help us block P2P traffic that could not be blocked by firewalls or any other currently available solutions that we evaluated," said Ed Holt, CIO of CRChex.

"We have policies prohibiting our employees from using P2P, but there was no practical way of enforcing them. Now with SafeMedia's technology, our network administrators get real-time visibility into P2P Internet traffic, allowing them to capture and block infringing P2P clients and effectively manage our company's policies", said Ed Holt, CIO of CRChex.

The scalability, flexibility, and the advanced architecture and technologies embedded in Clouseau provide for customer investment protection in current and future network infrastructure and for the acceleration of system deployment to provide quickest time-to-value for the users.

### **About CRChex**

CRChex offers credit checking, FICO scores and Lead Generation for business clients. CRChex deliver an industry leading risk evaluation tool that solves your need for quick, accurate, and complete information required to make fast and intelligent business decisions.

For more information about CRChex, please visit: [www.crchex.com](http://www.crchex.com)

## **About SafeMedia Corporation**

SafeMedia is a global technology leader that has developed patented, paradigm changing technology that is portable and scalable designed to monitor, detect, intercept, capture and drop all illegal sharing of copyrighted digital files from P2P networks, encrypted or non-encrypted, without any measurable latency on the network. SafeMedia's technology is the only technology available NOW, to immediately stop all digital copyright infringement from P2P networks

For more information about SafeMedia's new product line visit: [www.safemedia.com](http://www.safemedia.com)

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