

Digital Shadows Wins Belfast Innotribe Startup Challenge Showcase

Submitted by: Digital Shadows

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* SWIFT innovation competition selects the most promising startup businesses in Europe to compete in the final at Sibos *

Belfast, June 15, 2012 – Digital Shadows (<http://www.digitalshadows.com>) was honoured as the recipient of the “Top Startup” award from SWIFT’s Innotribe Startup Challenge Regional Showcase held on 14 June, 2012 in Belfast.

Digital Shadows won the title of “Top Startup” with its innovative cyber monitoring service.

As “Top Startup” for the European showcase, Digital Shadows will now advance to the Innotribe Startup Challenge finals to be held at Sibos – SWIFT’s annual conference – on Osaka in October 2012 where they will compete for global recognition and a \$50,000 prize.

Alastair Paterson, CEO, Digital Shadows said, “We are thrilled to be selected by the financial services industry for our cyber monitoring service (<http://www.digitalshadows.com>) that protects organisations from the risks to their security and reputation posed by the information they expose online. The ability to reach out to so many top-tier companies has been invaluable for us and we look forward to competing again in Osaka.”

The Innotribe Startup Challenge saw 15 of the region’s most promising FinTech and Financial Services startups present their businesses to an audience of dozens of the financial industry’s most influential innovation executives, early-stage investors and press.

Kosta Peric, Head of Innovation at SWIFT and Co-founder of Innotribe said, “The Belfast Innotribe Startup Challenge was an unparalleled opportunity to get a glimpse into the future of the relationship between technology and financial services. We look forward to welcoming Digital Shadows at the Innotribe Startup Challenge finals at Sibos later this year.”

The Belfast Startup Challenge was the final of three regional challenges held in 2012 and was sponsored by Sberbank, Invest Northern Ireland, Cisco and Guidewire Group.

More information about the Startup Challenge, including the Belfast semi-finalists, is available at www.innotribestartup.com.

For more information about Digital Shadows please visit: www.digitalshadows.com

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About Digital Shadows®

This year will see financial services organisations and their employees exposing more information online than ever before, particularly through social media. They may perceive this information to be benign, however many have unintentionally and unknowingly exposed themselves to compromise by a cyber attack.

Hackers are using this information to launch tailored, focused attacks on their targets.

At Digital Shadows® we operate a B2B cyber monitoring service that continually assesses an organisation's attack surface. This includes the monitoring of the social media, technology and informational footprints. Spanning over 45 million sources in 19 languages, our service delivers an up to the minute "hacker's eye view" of an organisation and identifies risks that we can then help our clients to mitigate.

www.digitalshadows.com

About Innotribe

Launched in 2009, Innotribe is SWIFT's initiative to enable collaborative innovation in financial services. Innotribe presents an energising mix of education, new perspectives, collaboration, facilitation and incubation to professionals and entrepreneurs who are willing to drive change within their industry. It fosters creative thinking in financial services, through debating the options (at Innotribe events) and supporting the creation of innovative new solutions (through the Incubator, Startup Challenge and Proof of Concepts (POCs)). It is through this approach, the Innotribe team at SWIFT is able to generate a platform that enables innovation across SWIFT and the financial community. For more information, please visit www.innotribe.com.

About SWIFT

SWIFT is a member-owned cooperative that provides the communications platform, products and services to connect more than 10,000 financial institutions and corporations in 210 countries. SWIFT enables its users to exchange automated, standardised financial information securely and reliably, thereby lowering costs, reducing operational risk and eliminating operational inefficiencies. SWIFT also brings the financial community together to work collaboratively to shape market practice, define standards and debate issues of mutual interest.

For more information, please refer to www.swift.com, www.digitalshadows.com or contact:

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