

When Out and About, Utimaco Shields British American Tobacco

- **British American Tobacco (BAT) encrypts company notebooks with SafeGuard Easy**
- **Worldwide roll-out of SafeGuard Easy planned in 2007**

Oberursel, November 22, 2006. British American Tobacco, the world's most international tobacco group, with brands sold in 180 markets around the world, has selected SafeGuard Easy from Utimaco – The Data Security Company to provide hard disk encryption to protect its mobile data. SafeGuard Easy will be deployed on a worldwide basis during 2007.

"We recognise that the value of a lost laptop isn't restricted to the device, which can after all be insured," said Gareth Lindahl-Wise, Head of Global IT Security. "Far more valuable to the company is the data on the laptops themselves. As with many other FMCG's, we operate in a competitive environment where certain types of data must be kept confidential to us and our partners in order to achieve the desired results. Add to this the increasingly stringent legislation regarding protecting personnel and commercial data, it becomes easy to see why we took the decision to choose a product which guarantees the confidentiality of data on our laptops".

Data is one of the most valuable assets that organisations have and it is the management team which is responsible for its protection. By deploying SafeGuard Easy this protection is guaranteed. It allows easy implementation and enforcement of an organisation's IT security policy. Through complete encryption of the entire hard disk combined with a user authentication procedure that runs before the operating system boots, secure protection is ensured. Unauthorised users are unable to access the device, read data or use it as a tool to enter the company network, even if the hard disk is removed. It operates transparently in the background, so end users don't need to undergo training or alter their work behaviour.

"Mobile devices are ever smaller by design and, by their very nature, are often misplaced or stolen," said Jackie Groves, managing director Utimaco Safeware. "If data is left unprotected, there is a strong risk that it will fall in to the wrong hands. This is a risk which the management of British American Tobacco is not willing to take".

Note to the editor

Utimaco Solution Portfolio

The comprehensive SafeGuard Solution Portfolio from Utimaco provides the full spectrum of data confidentiality and integrity wherever you are, whatever you do.

SafeGuard Shield protects data on end devices and in networks (data at rest)

SafeGuard Easy: Hard disk encryption and pre-boot authentication

SafeGuard PDA: Secure authentication and data encryption on PDAs and smartphones

SafeGuard PrivateDisk: Easy and powerful encryption of files and folders in virtual drives

SafeGuard LAN Crypt: Group-based and transparent multi-user encryption

SafeGuard CryptoServer: Hardware Security Module for master key protection and electronic processes

SafeGuard Transit secures data during transmission (data in motion)

SafeGuard Mail Gateway: Encryption appliance for central e-mail security

SafeGuard PushMail: E-mail security for push mail services

SafeGuard RemovableMedia: Wechselmedienverschlüsselung

SafeGuard PrivateCrypto: Security-To-Go protection for all removable media

SafeGuard SignatureServer: Security solution for generating qualified digital signatures

SafeGuard Process secures data during processing (data in use)

SafeGuard CryptoServer: Hardware Security Module for master key protection and electronic processes

SafeGuard Signatur Server: Security solution for generating qualified digital signatures

About British American Tobacco:

British American Tobacco is the world's second largest quoted tobacco group by global market share, with brands sold in 180 markets. With more than 300 brands in our portfolio, we make the cigarette chosen by one in seven of the world's one billion adult smokers. We hold robust market positions in each of our regions and have leadership in more than 50 markets. The Group's subsidiary companies have 64 cigarette factories in 54 countries producing some 678 billion cigarettes (including the make-your-own cigarette 'stix') and 7 factories in 6 countries manufacturing cigars, roll-your-own and pipe tobacco. The Group's associate companies have 14 cigarette factories in 7 countries producing some 232 billion cigarettes. Our companies, including associates, employ almost 97,000 people worldwide. Our business enables governments worldwide to gather over £15 billion a year in taxes, including excise duty on our products, over 8 times the Group's profit after tax.

Utimaco Safeware AG – The Data Security Company.

Utimaco is a world leading producer of professional solutions that secure data within companies and government agencies. The solutions, which have won multiple awards, protect data against unauthorized access and manipulation no matter where it's stored – on mobile personal devices, PCs or on networks or is being transferred to business partners or processed in business applications. SafeGuard Easy, with more than three million installations, is the best selling worldwide solution for protecting data on notebooks and PCs. Utimaco is also a leader in electronic transaction protections. In Germany, for example, Utimaco solutions secure over 90 percent of all card-based payment systems. Utimaco offers its customers comprehensive on site support via a worldwide network of partners and subsidiaries in Europe, the USA and Asia. Utimaco Safeware AG, with headquarters in Oberursel, near Frankfurt, Germany, is listed on the Frankfurt Stock Exchange (ISIN DE0007572406). For more information, visit our website at www.utimaco.com

Additional information:

Utimaco Safeware AG –
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