



# Press Release

## Press Contacts:

Anyck Turgeon  
Crossroads Systems  
[aturgeon@crossroads.com](mailto:aturgeon@crossroads.com)  
512.928.7006

Matthew Zintel  
Zintel Public Relations  
[matthew.zintel@zintelpr.com](mailto:matthew.zintel@zintelpr.com)  
310.574.8888

## **FOR IMMEDIATE RELEASE**

### **World's Largest Specialty Underwriter for Promotions Selects Crossroads DBProtector for Database Security and Audits**

**Austin, Texas – June 1, 2009** – Crossroads Systems, Inc. (symbol: CRDS), a global leading provider of solutions to connect, protect, secure and restore data, announced today that SCA Promotions, the world's leading provider of promotional risk coverage for contests, games and promotions, deployed the Crossroads DBProtector solution to implement policy-based intrusion detection, prevention, and compliance auditing for its global databases.

A non-intrusive, high-performance, enterprise-class appliance, DBProtector from Crossroads provides SCA with an automated implementation of logical business policies that prevent authorized internal users to either intentionally or unintentionally misuse client data.

DBProtector's most valued capabilities include:

- Inspection of database activities
- Enforcement of customized security policies
- Alerting on suspicious activities
- Capturing of audit trails for compliance reporting, security forensics and electronic discovery
- Providing separation of duty between security personnel and database/network administrators, ensuring regulatory compliance

DBProtector fortifies regulatory compliance through an intelligent policy engine, automated audit reporting and forensic capabilities. DBProtector provides SCA the ability to clearly answer who, what, when, where and how information is or was accessed.

As the world's largest provider of promotional risk coverage for promotions, contests and games, SCA continues to manage a vast database of extremely sensitive marketing and financial data for thousands of promotion sponsors for sweepstakes and games totaling billions of dollars. As their corporate customers include the largest U.S. fast foods companies, commercial banks, large entertainment companies, and several Fortune 500 firms, it is critical that SCA guarantees the security and privacy of personal identifiable information (PII). To meet legal requirements such as California SB 1386, SCA selected Crossroads DBProtector in lieu of other industry options as it offers the most comprehensive, simple and cost-effective solution in the market.

"Protecting both our client and internal data is of the utmost importance to SCA, and we see Crossroads DBProtector as a powerful, yet easy to implement solution that secures our database from either intentional or unintentional misuse," said Bob Hamman, President of Dallas, Texas-based SCA Promotions. "DBProtector provides us with peace of mind that we have taken cost-effective, yet strong steps to ensure comprehensive security for our databases."

"Many corporations have been reluctant to fully implement data security solutions," said Rob Sims, President and CEO of Crossroads Systems. "SCA Promotions is a remarkable company that focuses on offering cost-controlled solutions to its clientele with a risk-free approach. Given the large amounts of highly-sensitive information that must be captured and managed, we are pleased to see that SCA selected Crossroads DBProtector to secure all of the data surrounding its vast, top-tier clientele, their partners and end consumers."

For more information on Crossroads DBProtector, visit [www.crossroads.com/Products/DBProtector.asp](http://www.crossroads.com/Products/DBProtector.asp).

### **About SCA Promotions**

Dallas, Texas-based SCA Promotions is the world's largest provider of promotional risk coverage for promotions, contests and games. Founded in 1986, the company has handled more than 2,250 football promotions with promotional risk coverage for football-related promotions exceeding \$210 million. In all, SCA has covered billions of dollars and paid out over \$160 million in cash and prizes for sales and consumer product promotions, lottery and casino jackpots, radio contests, and direct mail, Internet and sports promotions. SCA Promotions has offices in Dallas, London and Calgary, along with affiliate partners across the globe. Visit [www.scapromotions.com](http://www.scapromotions.com).

### **About Crossroads Systems, Inc.**

Headquartered in Austin, Texas, Crossroads Systems is a global leading provider of solutions to connect, protect, secure and restore data. Crossroads (symbol: CRDS) trades over-the-counter on Pink Sheets and posts its financial disclosure reports, press releases and other related documentation on the OTCIQ Web service of the Pink Sheets Web site. Visit [www.crossroads.com](http://www.crossroads.com).

### **Forward-Looking Statements**

*This release may include forward-looking statements. The words "believe," "expect," "intend," "plan," "project," "will" and similar phrases as they relate to Crossroads are intended to identify such forward-looking statements. These statements reflect the current views and assumptions of Crossroads and are subject to various risks and uncertainties that could cause actual results to differ materially from expectations.*

*©2009 Crossroads Systems, Inc. Crossroads and Crossroads Systems are registered trademarks of Crossroads Systems, Inc. All specifications are subject to change without notice.*

# # #