

## **Yoggie Security Systems Introduces “Firestick Pico” Hardware Firewall**

### ***Ultra-Portable USB Device Protects PCs from Broadest Range of Attacks***

LAS VEGAS, January 7, 2008 – Taking a page from its own miniaturization playbook, Yoggie Security Systems™ (exhibiting at 2008 International CES in the Sands Convention Center, Innovation Pod #269) has introduced a unique, ultra-portable USB key-sized hardware-based firewall solution to protect PCs from malicious attacks.

The Firestick Pico™ places a physical barrier between PCs and the Internet to ensure that threats never reach users' computers. Unlike software firewalls, the fire red colored Firestick Pico mini-computer is based on a dedicated hardware platform specifically designed to protect PCs from the most devastating menaces including denial of service, buffer overflow and the broadest range of malicious attacks. It blocks all Internet threats and attacks outside – before they reach PCs or laptops.

The Firestick Pico is a complete Linux-based 300 MHz computer with a dual flash memory mechanism that constitutes an ‘untouchable operating system’ running an independent firewall application. In addition, each Firestick Pico comes with a complimentary Kaspersky security software suite.

“Yoggie’s Firestick Pico brings another choice to end users,” said Shlomo Touboul, CEO and founder of Yoggie Security Systems. “While our Gatekeeper Pico offloads all security applications from a PC, the Firestick Pico offloads just the firewall functionality at a much lower cost. This allows different levels of security and a range of price points for discerning buyers who are joining the Yoggie revolution: moving security applications from the PC to dedicated, miniature computers to enhance security and improve PC performance.”

With Yoggie’s Firestick Pico, road warriors can connect to any unsecured hotspot with the comfort of being completely protected.

The Firestick Pico, at an MSRP of \$119, is now available at leading e-tailers including: Buy.com, Amazon.com, NewEgg.com and BestBUY.com, in leading high-street retailer Fnac in France and will be introduced into leading retailers in the U.S. and U.K. in early 2008. A full list of e-tailers and retailers can be found at [www.yoggie.com/retailers](http://www.yoggie.com/retailers).

## **About Yoggie Security Systems**

Yoggie Security Systems™ (www.yoggie.com) established in 2005 by Shlomo Touboul – the inventor of Behavior Based Blocking Technology – is the developer of the world's first hardware-based computer security solution. Yoggie's range of USB key-sized security mini-computers connects to any PC or laptop at home, in the office and on the road – blocking Internet threats outside the host computer and boosting computer performance by off-loading installed security software. Yoggie's products combine best of breed security software with propriety patent-pending developments to provide the most comprehensive all-in-one security technology available to both consumers and corporate users.

Yoggie has been recognized by numerous prestigious industry organizations for its unique and innovative security technology. The company continues to expand rapidly through its growing worldwide network of first class distributors, resellers and its own e-store.

Yoggie, Yoggie Security Systems, Yoggie Pico, Firestick Pico, Gatekeeper Pico and Gatekeeper Pico Pro are trademarks of Yoggie Security Systems. All other trade names are the property of their respective owners.

**For more media information, editorial review samples or images please contact:**

### **U.S.**

**Christa Conte / Rob Manfredo / Henry Feintuch**

**KCSA Strategic Communications**

**[cconte@kcsa.com](mailto:cconte@kcsa.com) / [rmanfredo@kcsa.com](mailto:rmanfredo@kcsa.com) / [hfeintuch@kcsa.com](mailto:hfeintuch@kcsa.com)**

**+ 1 212-896-1238 / + 1 212-896-1213 / + 1 212-896-1212**

### **U.K. and Europe**

**Ranbir Sahota**

**Vitis PR**

**[Ranbir@vitispr.com](mailto:Ranbir@vitispr.com)**

**+ 44 (0) 870 896 5448**