NEWS RELEASE

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PrivateCore Appoints Todd Thiemann Vice President of Marketing

Transformative Data Security Firm Hires Proven Business to Business Marketing Leader

PALO ALTO, CA – May 14, 2013 – PrivateCore, the private computing company, today announced the appointment of Todd Thiemann to the position of vice president of marketing. Thiemann will manage all the company's marketing and brand building programs. He reports directly to PrivateCore CEO, Oded Horovitz.

Thiemann brings more than 20 years of enterprise security and cloud marketing experience to the PrivateCore management team. He has led global product marketing, web marketing and communications functions for security and systems companies including Vormetric, Trend Micro, Hewlett Packard, and Oracle.

"Todd is a tremendous addition to our executive team and has a stellar track record for positioning emerging technologies, growing revenue, building world-class marketing teams and delivering results," said Oded Horovitz, CEO of PrivateCore. "Todd will play a pivotal role in driving PrivateCore's go to market strategy for the vCage technology and taking the company to the next level."

Thiemann joins PrivateCore from Vormetric, Inc., a leading provider of data protection solutions, where he was senior director for product marketing. In that role, Thiemann led the company's product marketing activities which contributed to 46% year-on-year growth during 2012. Prior to Vormetric, Thiemann led global marketing for data center solutions at global security leader Trend Micro. Thiemann has been the co-chair of the Cloud Security Alliance (CSA) Solution Provider Advisory Council for the past three years, a role with which he will continue at PrivateCore.

"PrivateCore has developed breakthrough technology that enables enterprises to improve security and reduce their risk profile," said Todd Thiemann. "By securing data in a completely new way PrivateCore allows organizations to establish trust in untrusted environments like the cloud and address growing threats posed by sophisticated cyber attacks. As a marketer, this is an exciting opportunity for me professionally and personally."

About PrivateCore
PrivateCore is the private computing company. Its innovative vCage software is the first product to transparently protect any application while in use on commodity x86 servers. Founded by security industry veterans from VMware and Google in 2011, PrivateCore is based in Palo Alto, California. The company received venture funding from Foundation Capital in 2012. For more information, please visit www.privatecore.com.

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