

BlackBerry Announces Agreement with Salesforce to Promote Public Sector Productivity
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WATERLOO, ONTARIO--(Marketwired - Nov. 13, 2014) - BlackBerry Limited (NASDAQ:BBRY)(TSX:BB), a global leader in mobile communications announced today an agreement with Salesforce to connect its No. 1 customer relationship management (CRM) platform to BlackBerry's enterprise mobility management (EMM) solutions. The partnership highlights the companies' mutual dedication to provide highly secure enterprise services and offerings that meet the demands of regulated industries that require the highest levels of security.

With this partnership, BlackBerry and Salesforce joint customers will have access to a fully secure cross-platform, mobile end-to-end solution. BlackBerry launched today [BES12™: a cross-platform EMM solution by BlackBerry®](#) that securely manages devices from all of the major enterprise mobile platforms. BES12 is the foundation for BlackBerry's extensive portfolio of enterprise security, productivity, and communication and collaboration services that will help organizations securely connect employees with each other, corporate information and the machines that are required to get their jobs done.

"This agreement will allow Salesforce and BlackBerry joint customers to run their businesses from their phone while complying with specific industry regulations," said Vivek Kundra, Executive Vice President, Salesforce. "BlackBerry has an excellent reputation in security and networks, and when matched with the Salesforce Customer Success Platform, public sector organizations can use their mobile devices to connect with customers in a whole new way."

"BlackBerry pioneered the capability to securely manage smartphones within the enterprise. Now, by working with Salesforce, we're demonstrating how we're taking our know-how and offerings beyond EMM," said Marty Beard, Chief Operating Officer, BlackBerry. "Our partnership with Salesforce will empower workers to be more secure and productive, and businesses to be more profitable."

According to a global study released today, 59 percent of respondents say that the number of data breaches that their organization has experienced through mobile devices has increased in the last 12 months, while 68 percent believe that mobile devices are the weakest link in their enterprise security framework.⁽¹⁾

By extending BlackBerry's partnership with Salesforce, customers will benefit from the industry leading EMM, messaging and security capabilities used by all G7 governments, 16 of the G20 governments, 10 out of 10 of the largest global enterprises in each of the pharmaceutical, legal and automotive industries. BlackBerry was also named a [Leader](#) and achieved the top score in EMM strategy in the Forrester Wave: Enterprise Mobile Management, Q3 2014.⁽²⁾

(1) BlackBerry and Loudhouse Research, "Mobility Risk Tolerance," September 2014.

(2) Forrester Research, Inc. "The Forrester Wave™: Enterprise Mobile Management, Q3 2014," by Christian Kane and Tyler Shields, September 30, 2014.

About BlackBerry

A global leader in mobile communications, BlackBerry® revolutionized the mobile industry when it was introduced in 1999. Today, BlackBerry aims to inspire the success of our millions of customers around the world by continuously pushing the boundaries of mobile experiences. Founded in 1984 and based in Waterloo, Ontario, BlackBerry operates offices in North America, Europe, Middle East and Africa, Asia Pacific and Latin America. The Company trades under the ticker symbols "BB" on the Toronto Stock Exchange and "BBRY" on the NASDAQ. For more information, visit www.BlackBerry.com.

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perception of historical trends, current conditions and expected future developments, as well as other factors that BlackBerry believes are appropriate in the circumstances. Many factors could cause BlackBerry's actual results, performance or achievements to differ materially from those expressed or implied by the forward-looking statements, including those described in the "Risk Factors" section of BlackBerry's Annual Information Form, which is included in its Annual Report on Form 40-F (copies of which filings may be obtained at www.sedar.com or www.sec.gov). These factors should be considered carefully, and readers should not place undue reliance on BlackBerry's forward-looking statements. BlackBerry has no intention and undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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