



Media Contact:

Patricia Koebele

Digital Defense, Inc.

210.582.6128

patricia.koebele@ddifrontline.com

DIGITAL DEFENSE, INC. TO PROTECT HIGH-TECH DIGITAL BILLBOARDS

San Antonio, TX – September 21, 2009 – Tapping into a new market, [Digital Defense, Inc.](#) (DDI) will help stop hackers and security threats aimed at the growing digital billboard market.

“Digital security is a priority for the outdoor advertising industry,” said Outdoor Advertising Association of America (OAAA) President and CEO Nancy Fletcher. “The industry has adopted clear guidelines to protect digital billboards from hackers.”

Digital billboards are a growth industry. Nationwide, nearly 2,000 digital billboards are in operation. These high-tech roadside signs display static messages that rotate, typically every eight to ten seconds. OAAA represents 90 percent of industry revenue.

“Outdoor advertisers are extremely susceptible to possible compromise just by the nature of their business,” explained [Larry R. Hurtado](#), president and CEO of Digital Defense. “Their high visibility makes them a prime target for cybercriminals. Our solutions will reduce the risk of compromise to digital advertising assets owned by OAAA members as well as improve the efficiency of the members’ overall corporate security operation.”

DDI’s scalable solutions encompass a wide range of information and network security services from one-time Vulnerability Assessments and Penetration Tests to evaluate the security of a network, to managed services delivering more aggressive approaches to maintaining the security of corporate computing networks and more effective responses to ever increasingly stringent security compliance requirements. In addition, they provide a range of consulting services such as physical site evaluations, policy evaluation and development, and employee security training. Clients access results and reports for their services via the secure [Frontline™ Client Portal](#). They also will have the option to view assignment and tracking information of vulnerabilities in the Active View™ Workflow Management module within Frontline, which is powered by the groundbreaking [Frontline Solutions Platform](#).

About the Outdoor Advertising Association of America

Headquartered in Washington, DC, OAAA is the trade association representing the outdoor advertising industry. It is dedicated to leading and uniting a responsible outdoor

advertising industry that is committed to serving the needs of consumers, advertisers, and the public. The nearly 1,000 OAAA member companies generate \$7.0 billion annually in ad revenues, representing more than 90% of industry income, and donate space to charitable organizations in excess of \$400 million each year.

About Digital Defense

Digital Defense, Inc. (DDI), an approved scanning vendor by the Payment Card Industry (PCI) Security Standards Council (SSC), delivers a comprehensive portfolio of risk management services including information security programs, regulatory compliance solutions, security testing of IT products and security education offerings. DDI and its Security Operations team uses proprietary Software as a Service (SaaS) technology and industry best practices to deliver a broad array of services to clients, which range from small financial institutions to global Fortune enterprises. Frontline™, DDI's flagship service portal, provides clients with instant access to a security information and assessment management platform that enables independent oversight of their organization's security posture on an autonomous or DDI-managed service basis. For more information about Digital Defense, please visit our web site at www.ddifrontline.com or contact us at 888.273.1412.

Reader Contact Information

Digital Defense, Inc., 9000 Tesoro Drive, Suite 100, San Antonio, Texas, 78217

Phone - 210.822.2645, Fax - 210.822.9216

www.ddifrontline.com

###

Digital Defense and the Shield Logo are Registered Service Marks of Digital Defense, Inc. All other trademarks are the property of their respective owners.