Check Point reveals a generation gap in computer security

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CHECK POINT SURVEY REVEALSA GENERATION GAP IN COMPUTER SECURITY

BENCH PR

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SYDNEY 21 June 2012 Check Point Software Technologies Ltd.(Nasdaq: CHKP), the worldwide leader in securing the Internet, today announced theresults of a new ZoneAlarm reportrevealing differences in the use of computer security between Generation Y andBaby Boomers. The report, TheGeneration Gap in Computer Security, found that amongst 1, 245 globalrespondents, over 200 of which were from Australia, Gen Y is more confident inits security knowledge than Baby Boomers. However, 50 percent of Gen Yrespondents have had security issues in the past two years compared to less thanhalf of Baby Boomers.

The broad adoption of digital media andsocial networking, combined with the increasing amount of sensitive data thatis stored online, is making personal computer security more important than everbefore. Yet the ZoneAlarm study reveals that 78 percent of Gen Y respondents donot follow security best practices while cybercriminals are launching new andmore sophisticated attacks on consumers every day. In comparison, Baby Boomersare more concerned about security and privacy and twice more likely to protecttheir computers with additional security software.

Growing up in the digital age, Gen Y mayappear to be a more tech-savvy generation, but that does not translate into safercomputer and online practices, said Scott McKinnel, managing director Australiaand New Zealand at Check Point Software Technologies. The ZoneAlarm Study revealsthat the most at risk group and prone to online security threats is Gen Y.

Gen Y tends to prioritise entertainment andcommunity over security, perhaps due to overconfidence in their securityknowledge. For example, theyre more concerned about gaming or other socialactivities than their online security. They also have less sophisticatedsecurity software, and hence, have reported more security problems than othergroups, such as Baby Boomers.

Computersecurity increases in priority with age Only 31 percent of Gen Y ranksecurity as the most important consideration when making decision about theircomputers in comparison to 58 percent of Baby Boomers. Gen Y prioritisesentertainment and community above security.

GenY is overconfident in its security knowledge Gen Y (63 percent) claims to bemore knowledgeable about security when compared to Baby Boomers (59 percent). However,half of Gen Y respondents have had security issues in the past two years incomparison to less than half (42 percent) of Baby Boomers.

GenY has less sophisticated security due to cost and technical barriers - Gen Yrespondents are less likely to use paid antivirus, 3rd-party firewalls, orintegrated security suites than Baby Boomers. Gen Y (45 percent) view securitysoftware as too expensive in comparison to Baby Boomers (37 percent).

Sensitivedata is stored on computers, yet most do not follow security best practices 84percent of people keep sensitive data,such as tax records, financial information, and passwords, on their computers.However, most users (71 percent), especially Gen Y (78 percent), do not followsecurity best practices.

Financialfraud is one of the main driving factors for cybercriminals these days. Theyare targeting consumers and not just looking to hack into one computer. Theyseek to use their victims PCs to spread attacks and infiltrate a whole community,including family, friends and work, said Bari Abdul, VP and Head of CheckPoints Consumer Business, ZoneAlarm. Online attacks spread rapidly now that wereconnected more than ever before through social media. It is imperative thatconsumers, especially Gen Y, adopt security best practices, and protect theircomputers with adequate security, which includes at a minimum antivirus and atwo-way firewall.

CheckPoint protects millions of consumers from viruses, hackers, and identity theftthrough its award-winning ZoneAlarmsolutions. Most recently, Check Point launched ZoneAlarmFree Antivirus + Firewall, the most complete free Internet securitysolution for consumers. ZoneAlarm Free Antivirus + Firewall combines theworlds No.1 firewall with award-winning antivirus into one easy-to-use productthat protects consumers against online attacks.

Thestudy, The Generation Gap in ComputerSecurity, surveyed 1,245 PC users across the United States, Canada, UnitedKingdom, Germany, and Australia. All respondents who completed the survey hadresponsibility for purchasing and maintaining their personal desktop or laptopcomputer. Gen Y is defined as 18- to 25- year olds, and Baby Boomers refers to56- to 65- year olds. To access the full report, clickhere.

Forthe latest updates, follow ZoneAlarm on Facebookand Twitter. For security tipson protecting against the latest social networking risks, visit the ZoneAlarmblog at: http://blog.zonealarm.com.

AboutCheck Point Software Technologies Ltd.Check Point Software Technologies Ltd. (www.checkpoint.com),the worldwide leader in securing the Internet, provides customers withuncompromised protection against all types of threats, reduces securitycomplexity and lowers total cost of ownership. Check Point first pioneered theindustry with FireWall-1 and its patented stateful inspection technology. Today,Check Point continues to develop new

innovations based on the Software BladeArchitecture, providing customers with flexible and simple solutions that canbe fully customised to meet the exact security needs of any organisation. CheckPoint is the only vendor to go beyond technology and define security as abusiness process. Check Point 3D Security uniquely combines policy, people andenforcement for greater protection of information assets and helps organisationsimplement a blueprint for security that aligns with business needs. Customersinclude tens of thousands of organisations of all sizes, including all Fortuneand Global 100 companies. Check Point's award-winning ZoneAlarm solutionsprotect millions of consumers from hackers, spyware and identity theft. 2012 Check Point Software Technologies Ltd. All rights reserved

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