



AVOCADO
S E C U R I T Y
A Security Business Intelligence Platform

For Immediate Release:

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Avocado Security Brings Web-Based Security and Business Intelligence to Holiday Shopping with Microsoft IE support

Avocado Security's video mining and analytics tool improves security, reduces shrinkage and delivers operational business intelligence on Microsoft IE and Mozilla Firefox web browsers

WASHINGTON, DC (December 20, 2007)... Avocado Security, the world's first Security and Business Intelligence (BI) Optimization Platform as On-Demand solution, today announced that it supports Microsoft Internet Explorer 7 and Mozilla Firefox to provide an ideal platform for actionable security intelligence over the Internet. Avocado Security's suite of on-demand security and business intelligence application allows customers to, access and manage their physical security business intelligence for each location or their entire enterprise.

Global costs of shrinkage, including retail crime, is estimated at \$108 billion, while the largest source of shrinkage is customer theft and shoplifting which is \$41 billion. Losses from shrinkage is a significant factor while consumers and their behaviors may add to physical security concerns in the shopping malls. Further, employing existing security infrastructure is a financial factor and an important element in addressing shrinkage loss or customer safety while expecting business continuity.

Operational security data along with customer shopping information are fed thorough Avocado Security's platform. Aggregated data is normalized and compiled for use by various departments as actionable business intelligence, to render business decision.

"Avocado Security's solution is web-based, and brings all the conveniences of gaining access to your security operation from anywhere, via a simple internet connection," said Kevin Shahbazi, CEO of Avocado Security. "We offer security plus business intelligence on-demand while helping our customers make their surveillance systems efficient and more reliable."

With Microsoft Internet Explorer 7 and Mozilla Firefox, Avocado Security provides a flexible and reliable On-Demand experience. The company aims to leverage this new capability to provide clients with daily operational intelligent reports based on their corporate physical security and business intelligence data, from any location throughout the globe, on a 24x7 basis.

Avocado Security's business intelligence optimization platform help clients achieve new untapped potential. To enable security plus business intelligence information sharing across the organization, Avocado Security provides a web-based On-Demand platform. This platform, along with pioneering video mining and a state-of-the art data center, helps to increase productivity, security and business intelligence across an enterprise.

Avocado Security platform is currently in use in select industries. Version 2.0 is due for release in Q2 of 2008.

About Avocado Security

Avocado Security's patent pending technology is the world's first security and Business Intelligence (BI) platform as On-Demand solution. This new technology brings about innovative security and productivity measures for clients who desire to improve their security, operation and IT infrastructure. By combining an advanced set of security and business intelligence metrics, Avocado Security's clients experience streamlined security operation, and in turn, dramatically improve their own bottom lines. For further information and press releases on Avocado Security, please visit <http://www.AvocadoSecurity.com> or by calling (703) 279-6577.

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