



BrandProtect's Michael Kiefer to Speak at 2010 FS-ISAC, BITS Annual Summit

Discusses the Good, the Bad and the Ugly: Risks of Social Media

TORONTO, ONTARIO - April 29, 2010 – Michael M. Kiefer, BrandProtect's General Manager, will speak at the 2010 FS-ISAC, BITS Annual Summit on May 3-5, 2010. The goal of this year's Summit, held at the Don CeSar Beach Resort and Spa in St. Pete Beach, Florida, is to provide the FS-ISAC, FSTC, BITS membership with solutions and information sharing around effective layered and integrated security defense strategies to protect financial services firms, processors and their customers.

Michael Kiefer will speak about the many ways innovative financial services organizations have embraced social media and directly embedded it into their business strategies. While Social media has huge potential and provides many new growth opportunities for business, reports of data compromises and security breaches triggered by social media are in the news almost every day.

Mr. Kiefer is an active speaker regarding Enterprise Internet Risk Mitigation and has spoken across the globe to intellectual property rights, risk, reputation, security, audit and law enforcement agencies and has authored numerous papers on Internet rights and risk. Mr. Kiefer will discuss the risks of social media and propose methods for developing a risk management and incident response framework that anticipates those threats.

Additional whitepapers and other resources are available from [BrandProtect](#) on the following topics:

- Internet threats and the rise of social media
- Understanding Discussion: Why are we getting inundated with Garbage?
- Internet - Threats, Risk Mitigation and Reputation Strategies
- The Measure of a Brand: The Online Challenge
- Protecting the Integrity of Your Brand from Online Risk Exposure
- Examining the Costs of Threat
- Mitigating the Costs of Threats

Should you wish to arrange a meeting with Michael Kiefer at the Summit or after the show, or wish to receive further information on BrandProtect, please contact bbradley@brandprotect.com

ABOUT BRANDPROTECT

As the leader in protecting brands online, BrandProtect empowers organizations to gain control over how they are represented on the Web by uncovering and mitigating the issues that put their reputation at risk and erode customer trust. BrandProtect's Response Services help detect, uncover and mitigate brand and trademark infringement issues, phishing attacks, web traffic diversions, website integrity issues and defamatory discussions. BrandProtect was the first company of its kind to be offered full membership by the Forum for Incident Response and Security Teams (FIRST). It also has relationships with more than 4,000 Internet Service Providers globally, accounting for more than 90 percent of the traffic flowing across the Internet. For more information visit:

www.brandprotect.com

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