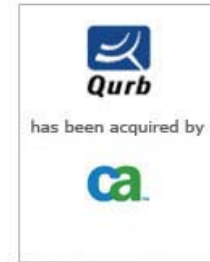


CA Acquires Qurb

"Qurb's identity-based email security technology delivers control - effectively protecting our customers worldwide from spam, phishing attacks, and other email-based assaults."

- **Toby Weiss**, senior vice president and general manager of CA's eTrust business unit



Overview

Qurb is a leading provider of desktop software solutions focused on the hundreds of millions of Microsoft Outlook users worldwide. Qurb initially focused on anti-spam and anti-phishing, but quickly expanded into email search and RSS aggregation. With a customer base of approximately one million consumers worldwide, Qurb had received preliminary strategic interest from potential partners. The investors decided to explore the possibility of a strategic sale as an alternative to further investment.

Pagemill Engagement

Pagemill Partners was retained as the exclusive financial adviser to Qurb. Qurb was unique in that the business contained capabilities that were relevant to all Outlook users (anti-spam, email search, RSS aggregation) but that were appealing to two distinct buyer groups: both Internet and security acquirers.

With strong Internet and security practices, Pagemill was ideally suited to the task. The deal team created two distinct versions of the marketing materials, one for each buyer group. Qurb was positioned as a complementary security solution to various security vendors, and a search and RSS desktop platform for Internet companies looking to develop a core desktop application.

Due to Pagemill's strong relationship with major Internet and security acquirers such as Google, IAC, Yahoo!, and CNET in one buyer camp, and CA, Symantec, McAfee in the other, the deal team was able to quickly bring together an impressive, disparate roster of potential buyers. CA's Interest was especially strong due to the fact that CA had licensed Qurb's technology for its eTrust consumer product line. The process was highly successful and Qurb had several attractive alternatives, choosing CA as being the best for its shareholders.

Pagemill Delivers Results

The acquisition of Qurb will extend CA's industry-leading eTrust security management solutions portfolio, broadening its penetration into the consumer and SMB markets while supporting its enterprise customers with enhanced desktop security management capabilities. The transaction will enable Qurb to deliver the benefits of their award-winning email security technology to an even broader audience.