

WebSpy Exhibits at Major US Trade Show
NetWorld + Interop, May 9-11 2000, Las Vegas

Las Vegas: WebSpy Ltd this month completed a successful exhibition at NetWorld + Interop which has acted as a catalyst for the company to align itself with key players in the US IT market.

WebSpy's major benefit from the Show was the exposure the company received to strategic alliance partners and the market opportunities identified at the world's premier networking technology forum.

Negotiations with potential partners include organizations developing firewall applications, security software and application service providers. In addition, WebSpy is also in discussion with a number of competing applications and some of the world's largest Internet hardware producers.

For the months of May and June WebSpy has brought additional staff from its headquarters in Perth to the USA to assist with the follow up and consolidation of strategic partnerships.

NetWorld + Interop is predominantly attended by organizations seeking the latest in networking technology. Over 100 000 attendees visited the 2000 show for this purpose. In addition to this, the exhibition also serves as a mechanism for the industry to gather information on competing and supplementary technology and negotiate alliances with these partners.

NetWorld + Interop served a dual purpose for WebSpy Ltd – raising brand awareness for the WebSpy product range and generating sales leads to be passed on to distributors serving the North American region. WebSpy collected approximately 1000 qualified sales leads from the show.

WebSpy's distribution channel is continuing to develop in the US with a further partner expected to be announced this week.

"NetWorld + Interop was a successful show for WebSpy because we were able to identify many untapped markets for the product and confirm our strengths against those of the competition. WebSpy's ability to comprehensively report on Internet usage patterns differentiates the product from the competition and satisfies a need that has existed in the market place for some time." Said Jack Andrys, WebSpy's CEO who attended the show.

The show was also attended by representatives from each of WebSpy's three offices worldwide – San Francisco, Perth and London.

Jack Andrys
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