

Trend Micro, Inc.  
10101 N. De Anza Blvd.  
Cupertino, CA 95014



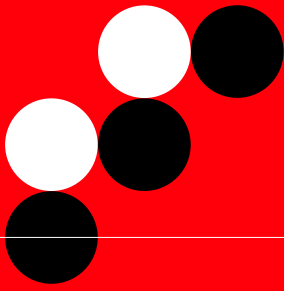
Will you find the missing link  
in your network's security  
before a virus does?



Get your **FREE** LED pen!  
Details Inside...



Will you find the missing link  
in your network's security  
before a virus does?





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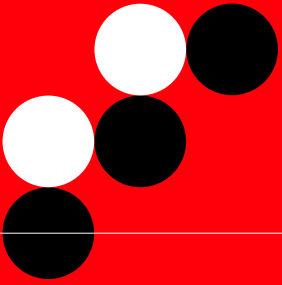
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Outwit tomorrow's viruses  
with Trend Micro™.

Respond to learn how, and you can  
receive a FREE LED pen!



VIP Code: XXXXXXXX      XXXXXX  
Mr. John Doe  
XYZ Company  
123 Main Street  
Anytown, U.S. 01234

Dear [John Doe]:

**Is your antivirus strategy missing a layer of protection?**

Tomorrow's virus will look for every opportunity to penetrate your network security. Perhaps you have protected your desktops, your file server and your email server. But unless you're protecting your Internet gateway, you're leaving the door wide open to the latest threats.

**Secure the gateway and you secure the network.**

Today's viruses exploit multiple mechanisms at once, spreading through networks faster than ever. The best way to defend the network is to keep viruses from entering in the first place—by stopping them at the Internet gateway. And for gateway protection, you'll find no better partner than Trend Micro™, a global leader in Internet gateway antivirus software (IDC Bulletin, "Antivirus Software 2002: A Segmentation of the Market," August 2002).

**Learn more and secure your FREE LED pen!**

Contact us today to learn more about gateway security, and you'll learn how to receive a FREE LED pen! It lets you write in total darkness, and it converts to a mini-flashlight as well! Call **1.888.58.TREND**, return the enclosed reply slip or log on to **[www.trendmicro.com/websecurity](http://www.trendmicro.com/websecurity)** and enter your VIP Code to request more information and your FREE LED pen. Supplies are limited, so respond today.

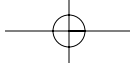
Sincerely,

A handwritten signature in black ink, appearing to read 'Dan Glessner'.

Dan Glessner  
Senior Director of Americas Marketing  
Trend Micro, Inc.

P.S. Contact us today to protect your enterprise from tomorrow's threats. You'll learn how you can receive a **FREE** LED pen! Supplies are limited, so call **1.888.58.TREND**, return the enclosed reply slip, or visit **[www.trendmicro.com/websecurity](http://www.trendmicro.com/websecurity)** and enter your VIP Code now!

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1.888.58.TREND



## PREVENT VIRUS OUTBREAKS and LIMIT DAMAGE with Trend Micro™

### Protect your entire network with a complete strategy.

With products and services deployed at every potential point of network vulnerability, Trend Micro™ Enterprise Protection Strategy lets you:

- Manage the explosive costs of virus outbreaks
- Lock down networks to prevent viruses from spreading
- Improve visibility of an attack
- Minimize the impact of a virus attack on network operations

### Reduce costs through centralized management.

Trend Micro's unique approach to centralized management lets you lower the total cost of ownership and improve business productivity across the enterprise. It covers all phases of the virus outbreak lifecycle:

- **Prevention**—enabling and deploying policies quickly and accurately prior to virus attacks
- **Response**—deploying and monitoring pattern files during a virus outbreak
- **Cleanup**—efficiently coordinating damage assessment and cleanup, the most cost-intensive phase of the outbreak lifecycle

### Minimize response time through superior service and support.

Trend Micro's award-winning support includes phone and online support, as well as 24-hours-a-day, 7-days-a-week virus prevention services that include alerts, prevention policies, virus pattern files and cleanup tools.

**Call 1.888.58.TREND**

**FREE LED pen!**



**Get a FREE LED pen!**

Call us at 1.888.58.TREND, return the enclosed reply slip or visit [www.trendmicro.com/websecurity](http://www.trendmicro.com/websecurity) while supplies last.



[www.trendmicro.com/websecurity](http://www.trendmicro.com/websecurity)

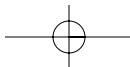
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**TECHNOLOGY ALONE  
CAN'T PREDICT  
THE NEXT VIRUS ATTACK.**



**YOU NEED THE POWER OF INTUITION.**

[www.trendmicro.com/websecurity](http://www.trendmicro.com/websecurity)





## You don't need another "solution."

### Only a superior strategy can anticipate tomorrow's virus threats.

Some antivirus software solutions are helpful for today's problems. But for maximum protection, you need to anticipate what vulnerability tomorrow's virus will exploit—and no software solution can help you with that.

That's why Trend Micro has introduced Enterprise Protection Strategy, a comprehensive antivirus approach built on human intuition and adaptive technology.

Combining point products, dynamic services and centralized management, Trend Micro Enterprise Protection Strategy provides a proactive approach to securing the network along the entire outbreak lifecycle.

### Secure the gateway and you secure the network.

The Internet gateway is the first line of defense. Over 80 percent of viruses on corporate networks are transmitted through the Internet.\* Recent viruses exploit multiple mechanisms at once, spreading through networks faster than ever. Clearly, the best way to defend the network is to keep viruses



from entering in the first place, with superior gateway protection. As a global leader in Internet gateway security, Trend Micro has the experience, strategies and world-class service to help you defend your gateway.

### Superior service drives a successful antivirus strategy.

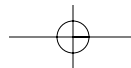
Antivirus software is only as good as its last update. In the antivirus industry today, a successful strategy must rely not only on the most advanced and reliable software, but also on superior service—the ability to quickly develop responses to new viruses and to deploy new pattern files to protect your network.

At Trend Micro, service is as good as it gets. At TrendLabs™, Trend Micro's global network of antivirus research and support centers, the collective expertise of over 250 antivirus engineers is delivered to customers in real time. This approach lets system administrators rapidly deploy evolving security strategies across the entire network, successfully protecting the enterprise from damage instantly, efficiently and effectively.

\*Source: Surveys by International Computer Security Association (ICSA), 2001 and IPA/ISEC (Japan), 2001.



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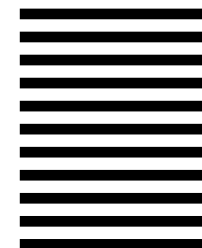


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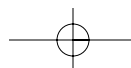


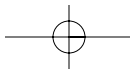
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10101 N DE ANZA BLVD FL 3  
CUPERTINO CA 95014-9923  
UNITED STATES OF AMERICA





**Yes!** I want to stop viruses at the gateway with the worldwide market leader.



VIP Code: XXXXXXXX      XXXXXX  
Mr. John Doe  
XYZ Company  
123 Main Street  
Anytown, U.S. 01234

Please tell me how  
I can receive a **FREE LED pen!**  
(while supplies last)

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

*(Phone and email required for delivery. Please make any corrections to the address above.)*

**Yes! I'd like to receive more information via email.**

1) What is your primary usage?

- Home user       Business user

2) How are you involved in the process of purchasing network and Internet security products for your company? (Choose all that apply.)

- Evaluate products       Specify/recommend brands  
 Specify/recommend products       Oversee installation and maintenance  
 Determine the need       Perform installation and maintenance  
 Establish the technical specifications       Approve purchases

3) How many employees total are in your organization?

- < 1,000       5,001—7,500  
 1,001—2,500       7,501—10,000  
 2,501—5,000       > 10,000

4) Which of the following represent areas of concern for your company/division?  
(Choose all that apply.)

- Viruses       Internal email contamination  
 Malicious content       Content security management  
 Spam       Other: \_\_\_\_\_

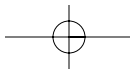
5) Do you currently have an antivirus provider for:

- Messaging/Groupware [We use \_\_\_\_\_]  
Platform:  Microsoft®Exchange       Lotus Notes®  
 Gateway/Web [We use \_\_\_\_\_]  
 Client/Server [We use \_\_\_\_\_]  
 Desktop [We use \_\_\_\_\_]  
 Other [We use \_\_\_\_\_]

6) When will you make an antivirus purchase decision?

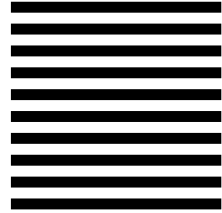
- < 1 month       6—9 months  
 1—3 months       > 9 months  
 3—6 months

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