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High Road News

High Road Communications helps SecTor prepare to host world-renowned IT security speakers

TORONTO, ON, November 9, 2007 – High Road Communications today announced that it will be assisting SecTor organizers with managing Canada's inaugural IT Security education conference, being held during IT Security Week on November 20-21st, 2007 at the Metro Toronto Convention Centre.

Today's corporations are facing a multitude of security threats from external parties compromising data to internal risks posed by inadvertent employee error. To help address the latest worldwide digital threats, SecTor brings together the world's brightest and darkest minds to identify, discuss, dissect and debate these issues. Unique to central Canada, SecTor provides Canadians and international visitors with an unmatched opportunity for IT Professionals to collaborate with their peers and learn from their mentors while helping IT leaders determine how the strongest defenses can be mounted.

An international list of top-tier speakers from around the world including representatives from the United States, Germany, Canada and Poland will be presenting at SecTor. From Mark Fabro, a Canadian

educator and consultant who has been recognized as one of the “25 Most Influential Consultants in the World” to Poland’s Joanna Rutkowska, a recognized researcher in the field of stealth malware and system compromises, SecTor is attracting the best-of-the-best in the field of IT security.

“Many important IT security leaders are involved in SecTor, and we look forward to arming Canadian organizations with the best tools possible to combat IT security threats,” says Brian Bourne, Co-Founder, SecTor. “As digital threats continue to mount, Canadians must learn how to equip themselves for the on-going security battle and we look forward to addressing this not only during SecTor but through IT Security Week in general.”

The Software, Services and Security division of High Road Communications will provide public relations and event management support for the conference.

“We are proud to work with the SecTor team on raising awareness for Canada’s inaugural IT Security education conference,” says Martin Hofmann, Senior Vice-President, High Road Communications. “It is great to see so many security experts from around the world come to Toronto to share their perspectives and expertise with Canadian IT professionals and managers.”

More information about the high-profile speakers can be found here: <http://www.sector.ca/speakers.htm>.

To register for SecTor, please contact: Dao Tran, High Road Communications at dtran@highroad.com or (416) 644-2287.

About SecTor

SecTor brings the world’s brightest (and darkest) minds together to identify, discuss, dissect and debate the latest digital threats facing corporations today. Unique to central Canada, SecTor provides an unmatched opportunity for IT Professionals to collaborate with their peers and learn from their mentors. Held at the Metro Toronto Convention Centre in downtown Toronto, SecTor runs two full days, November 20th and 21st. The event features Keynotes from North America’s most respected and trusted experts. Speakers are true security professionals with depth of understanding on topics that matter. SecTor is a must attend event for every IT Professional. For more information, please visit <http://www.sector.ca>.

About High Road Communications

High Road Communications shapes communications strategies for technology and digital lifestyle companies in the United States and Canada. Since 1996, High Road has pushed the boundaries of traditional public relations with creative ideas and integrated thinking that connects all aspects of marketing and communications. The company has 85 employees in five offices including Toronto, San Francisco, Ottawa, Montreal and Vancouver. For more information on the company and our areas of specialization, please visit <http://www.highroad.com>.

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