



## FOR IMMEDIATE RELEASE

### **Proofpoint Systems, Inc. Goal Alignment System (GOALS) selected as Finalist in the category for Best New Software Product in The 2007 American Business Awards<sup>SM</sup>**

*New York, NY* – May 14, 2007 – Proofpoint Systems, a Silicon Valley-based provider of organizational diagnostic systems, was named a Finalist today in the Best New Software Product category in The 2007 American Business Awards for its Goal Alignment System (GOALS).

GOALS entered the marketplace in September of 2006 and was soon recognized as a valuable component in the Department of Defense (DoD) senior executive performance management initiative. The system permits leaders to develop and record their goals using an approach that ensures each is specific, measurable, agreed upon, relevant, timely, and quality driven. Via prompted, systematic, plain language questions and an easy-to-use interface, executives can rapidly develop their critical goals and objectives and align them to the greater organizational strategy.

Because the system is web-accessible, each time a leader enters or modifies their goals, the system is immediately updated. GOALS supports year round milestone management, and provides a consistent platform for objective, end-of-year, performance-based pay initiatives. As the initiating point for major initiatives, it sets the stage for acquisition management. Because goals, plans, and resource requirements can be aggregated and “cross-walked” at various organizational levels GOALS has the potential to serve as an important contributing component to the federal government’s information sharing environment.

Hailed as “the business world’s own Oscars” (New York Post, April 27, 2005), The American Business Awards are the only national, all-encompassing awards program honoring great performances in business. Past Finalists include Agilent, KB Homes, Nextel, Northrop Grumman, Oracle, SAS, Sun Microsystems, and Sprint.

Dr. Jim Hill, CEO of Proofpoint Systems, said, “Although we pride ourselves for flying well under the radar due to the sensitivity of the data that we’re entrusted to support, we’re very pleased about this news.”

Hill also noted that in addition to the tremendous support GOALS has received in the US federal sector, more than 300 companies and agencies in 40-plus countries have increased their interest in the Proofpoint approach and its set of supporting applications.

“There is a lot of focus on the system from a pay-for-performance perspective, yet GOALS also has significant strategic value and an ability to serve as an important cog in an organization’s information sharing environment. This is an issue that affects every large, complex, globally distributed organization – public or private. We’re grateful to DoD for serving as an early adopter,” he said.

Mike Brooks, Proofpoint's vice president of operations, added, “Our initial government deployment just scratched the surface. The system offers a superb alignment capability, plus a means of effectively responding to the certification directives coming from OPM (the Office of Personnel Management). Any organization looking to add order to what is often goal-setting and communication chaos, ought to consider GOALS as a key part of their solution set.”

Focusing on the broader information sharing potential, Hill also pointed out that, “Again, info sharing is an important part of the conversation. Those initiatives have many components and GOALS offers top leaders an easy means of sharing their key programs and solutions. For federal stewards of taxpayer dollars, GOALS is an important capability that can save hundreds of millions annually.”



About Proofpoint Systems: Proofpoint Systems of Los Altos, CA, ([www.proofpoint.net](http://www.proofpoint.net)) is the global provider of software, systems, and programs that advance individual and team performance in complex organizations. Our multidisciplinary expertise and award-winning, cutting edge technologies enable organizations to achieve extraordinary gains in productivity, alignment, and integration.

About The Stevie Awards: Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Details about the Awards and the list of Finalists in all categories are available at [www.stevieawards.com/aba](http://www.stevieawards.com/aba).

**Press Contact:**

Proofpoint Systems, Inc.

(650) 927-7032

[info@proofpoint.net](mailto:info@proofpoint.net)