



**FOR IMMEDIATE RELEASE**

**Great Bay Software Announces Comprehensive 'Green' Policy**

*Great Bay's Green Plan Provides Incentives to Employees and Customers to Use Alternative Methods of Business Operations, Driving a Reduction in the Consumption of Fossil Fuels*

**Greenland, NH—July 31, 2007**—Great Bay Software, the innovator of Endpoint Profiling for Enterprise Networks, today announced its comprehensive Green Plan, which provides incentives to employees, partners and customers of the company to participate in the creation of a sustainable global ecosystem. The program includes financial rewards for employees to drive more fuel efficient vehicles as well as the options to work from home to travel on direct flights when available. Customers of the company benefit from discounts on product installations made without an onsite visit during the sales process, as well as for remotely delivered support, assistance and training.

Great Bay's Green Plan offers employees multiple incentives to use less energy, including a bonus to staffers currently driving or purchasing a car that exceeds 40 MPG or runs on alternative fuel. The company is also leveraging remote network capabilities to institute a formal work-from-home program, which encourages employees to cut down on energy use associated with commuting to and from the office. As for employees tasked with traveling for business, Great Bay offers eased spending restrictions for booking direct flights—which utilize less fuel—as opposed to connecting flights.

Great Bay Software has begun implementing the Green Plan, using the new program with customers such as St. John's Hospital in Springfield, IL and Baylor College of Medicine in Houston, TX. The companies have both engaged in remote sales, implementation, and support processes and have interacted with Great Bay sales and support staff using online tools such as web conferencing to share information, provide remote assistance and collaborate on new ideas—without using fossil fuels.

"We fully support Great Bay's initiative to do business in a more environmentally responsible manner," said Bill Halpin, director of network at St. John's Hospital. "We've done business with Great Bay for some time now, and we have never felt that the quality of the support was reduced because of geographic proximity."

Great Bay also plans to leverage the program to provide its employees with a better quality of life. Customers being financially motivated to do business remotely will significantly reduce the

amount of travel required by sales staff in support of sales and service activities. In addition, the work-from-home aspect of the program allows employees to eliminate the time spent commuting to and from the office, providing more time at home with family and friends. While not mandatory, the work-from-home option for employees is fully supported by the technology available to every employee.

“Great Bay Software’s Green Plan does more than just recommend changes for reducing the consumption of fossil fuels—it provides financial incentives to employees, partners, and customers to reduce the consumption of fossil fuels,” said Steve Pettit, president of Great Bay Software. “All the technology we need to allow our company to be more ecologically aware is readily available. Now, it’s time to address the cultural and economic aspects of conducting real business in an ecologically responsible way.”

### **About Great Bay Software**

Great Bay Software is a Software development firm focused on facilitating network-based authentication and secure network access. The Company’s Endpoint Profiling technology provides enterprise customers with the products, services and solutions required to enable the Network Admission Control and Trusted Endpoint Solutions being introduced by many of the top security manufacturers in the world. For more information on the Beacon System from Great Bay Software, visit [www.greatbaysoftware.com](http://www.greatbaysoftware.com) or call (800) 503-1715.

###

### **Contacts:**

Bob Durkee  
Great Bay Software  
603.866.1134  
[Bdurkee@greatbaysoftware.com](mailto:Bdurkee@greatbaysoftware.com)

Michelle Saturley  
BridgeView Marketing  
603.499.3247  
[michelle@bridgeviewmarketing.com](mailto:michelle@bridgeviewmarketing.com)