

## **McDonald's partners with earthwave to provide Australians with 'Family Friendly' internet services**

### ***earthwave secures over 720 McDonald's stores with Clean Pipes services***

**SYDNEY, 28 Oct 2008** – earthwave today announced that it has secured a three year contract to deliver 'Family Friendly' internet services to over 720 McDonald's stores across Australia. McDonald's has deployed the earthwave Clean Pipes service that forms the underlying solution for the 'Family Friendly' internet service, designed to benefit McDonald's 1.45 million daily customers.

Clean Pipes provides a common security framework to protect McDonald's from both external and internal threats. The solution involved a multi-million dollar investment by earthwave to develop a defense in depth security architecture made up of layers of security including firewalls, network intrusion prevention systems, distributed denial of service protection and various web protection mechanisms. This architectural approach will enable McDonald's ability to continually monitor and defend its networks against potential Internet related attacks.

The 'Clean Pipes' service also provides to McDonald's a number of proactive measures and reporting aimed at both highlighting and countering potential network security threats from Internet traffic generated by customers using the McDonald's FREE WiFi Hotspots.

Carlo Minassian, founder and CEO of earthwave said, "Organisations such as McDonald's with its enormous national reach, and through the launch of Free Internet access at its participating restaurants are mindful in providing secure internet access for the Australian public. It is critical that McDonald's employs the best security available for its networks and any online information, so it can take advantage of the benefits of providing an internet service to its customers whilst maintaining the highest standards of privacy and security for both its customers and its employees and partners. McDonald's has worked comprehensively with earthwave to adopt a best practice, architectural approach to its information security defence, which is the most appropriate and effective way of securing data across a number of sites."

"Our channel partner redbridge was instrumental in the design and integration of the existing wireless deployment into the new branded McDonald's Captive Portal technology. The solution leverages technologies from amigopod and HP Pro Curve."

McDonald's success is built on a foundation of personal and professional integrity. Hundreds of millions of people around the world trust the McDonald's brand and the company earns that trust every day by serving quality food that is safe to eat, respecting their customers and employees, and delivering outstanding quality, service, cleanliness and value.

Henry Shiner (CIO – Vice President) for McDonald's Australia, said; "We have chosen to collaborate with earthwave because of their risk based approach to security, local presence, certified operations and their proven ability to address potential insider as well as external threats posed through the Internet. Earthwave's services - as well as understanding of both Australian laws and American compliancy standards, such as Sarbannes-Oxley which governs the integrity of data and which earthwave are certified to deliver. These were all significant factors in our decision to engage with earthwave to provide these essential infrastructure components in the overall solution design."

The agreement underscores earthwave's continued investment and growing presence in the managed security services market. At the same time, the agreement enables McDonald's to take its highly advanced security infrastructure to the next level by leveraging earthwave's expertise in security monitoring, threat intelligence, and management.

#### **About earthwave**

earthwave provides around-the-clock (24x7) network security management and end-to-end network security services to protect an organisation's critical information assets. earthwave provides the key to protecting and strengthening enterprise value in the e-era. We combine many years of information security experience with proprietary tools, proven methodologies, and the largest commercial database of known threats and vulnerabilities in the information security world. Using industry leading data mining and correlation technology, earthwave transforms network-monitoring data into powerful information, enabling companies and organisations to confidently compete in today's electronic marketplace.

We specialise in network security and information integrity. No other company can match the technical and industry expertise of earthwave's elite pool of resources. With all of our technical staff holding high-level security certifications and government clearances, we bring to the commercial market accumulated experience handling the most sensitive and sophisticated secure network environments.

Headquartered in Sydney, earthwave specialises in proactive network security management through a comprehensive and integrated set of offerings including: Managed Security Services, Secure Internet Gateway, Security Consulting, Secure Hosting, and Security Solutions.

#### **earthwave Media Contact:**

Bridie Gaynor

Kinetics

[bridie@kinetics.com.au](mailto:bridie@kinetics.com.au)

02 9212 3848

0409 998 007