

**CEO
CFO**

STBERNARD



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St. Bernard Software Introduces New CEO and Reinforces Commitment to Delivering Value, Simplicity, and Performance with iPrism Web Filter

**Technology
Business Software & Services
(SBSW-OTC: BB)**

St. Bernard Software, Inc.

**15015 Avenue of Science
San Diego, CA 92128
Phone: 858-676-2277**



**Louis E. Ryan
Chairman and CEO**

BIO:
Mr. Ryan brings over 20 years of executive leadership to his position as Chief Executive Officer and Chairman of the Board. Mr. Ryan became a member of St. Bernard's Board of Directors upon completion of the merger of St. Bernard Software, Inc. with Sand Hill IT Security Acquisition Corp. in July 2006, and has served as Chairman of the Board of Directors since June 2008.

Mr. Ryan's extensive background in the technology industry includes executive management positions within companies such as Delrina Corporation (co-founder), CKS New Media, Entercapt Security Technology (co-founder), HydroPoint Data Systems, Inc and others.

Company Profile:

St. Bernard Software develops and markets Internet security appliances and services that empower IT professionals to effectively, efficiently and intelligently manage their enterprise's Internet-based resources. Originally founded in 1995 as a market-leader in data security with its flagship product, Open File Manager™, the company is now recognized for delivering today's #1 Web filtering and security appliance, iPrism®. With millions of end users worldwide in more than 5,000 enterprises, educational institutions, SMB, and government agencies, St. Bernard strives to deliver simple, high performance solutions that offer excellent value to our customers.

Based in San Diego, California, St. Bernard (OTCBB: SBSW) markets its solutions through a network of value added resellers, distributors, system integrators, OEM partners and directly to end users.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com**

CEOCFO: Mr. Ryan, you are fairly new to the CEO role, why have you chosen to take that on now?

Mr. Ryan: “I was chairman of the board and was asked by the BOD to assist with the transition of our former CEO by becoming interim CEO. So I agreed to it on an interim basis. After being here for a couple of months, I realized there was a lot of untapped potential within the organization, and I got really excited about the opportunities available moving forward. So I decided to toss my hat in the ring and take the position fulltime.”

CEOCFO: Please tell us about the company; what do you provide?

Mr. Ryan: “St. Bernard helps enterprises of all sizes enforce policy and manage the flow of Internet content in and out of their organization with our Web filter appliance called iPrism. iPrism uses a combination of a human-reviewed URL database, user defined policies and active Anti-Virus and Malware scanning to provide blocking, filtering and reporting of access to Web sites and content. What makes iPrism unique is our panel of Internet analysts whose sole responsibility is to manually identify and review new Web sites on a daily basis. This ensures that our URL database is updated in real-time to block any offensive material. iPrism is also a bandwidth guardian, making sure networks don't overload from too much traffic – keeping businesses' level of productivity high.”

CEOCFO: Are they buying a software program?

Mr. Ryan: “iPrism is an appliance that is easily installed in a corporate network to manage flow of traffic. We regularly provide software updates so our customers have the necessary security features to easily and effectively manage and protect their networks.”

CEOCFO: What is the revenue model?

Mr. Ryan: “St. Bernard Software's business model is a combination of hardware and subscription based service. We deliver our solutions through a global network of resellers, distributors, partners and directly to end users.

CEOCFO: Would you tell us more about the Web filtering industry, and where St. Bernard fits in the grand scheme of things?

Mr. Ryan: “It's safe to say that the market is fairly saturated, but Web filtering products remain commonplace in the current corporate architecture. Solutions such as iPrism govern Web access and prevent unfiltered Internet traffic. They are used to enforce policy and prevent employees from accessing online material that may offend other workers, cause legal issues, or subject the network to Web-related security threats. But Internet filtering isn't a top priority for only enterprises, it is a key element in educational institutions as well. Schools need effective products like iPrism to safeguard students and qualify for government funding. Ultimately, Web filtering products ensure that an organization is protecting the online experience for its staff, while safeguarding the network from potential attacks.”

CEOCFO: What is the competitive landscape and why does St. Bernard stand out?

Mr. Ryan: “The recent market consolidation combined with the current economic climate has dramatically changed the competitive landscape of the industry, and has left many customers and end users frustrated and struggling to meet the security needs of their organizations. iPrism stands out for three primary reasons: value, simplicity and performance. We offer a wide range of simple, easy to use solutions that scale to meet the performance needs of any size organization while ultimately showing a clear ROI. For example, administrators can easily install the unit into their network and have it fully configured within a few short hours. Once it's up and running, they have a powerful, cost-effective, feature-rich solution that is easy to manage. iPrism also stands out with unique features, such as our iGuard URL database, which is 100% human-reviewed and updated daily to ensure all inappropriate online content is successfully blocked. Other Web filtering solutions don't have the same recognizable ROI as iPrism, which is deliver in tough economic

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CEOCFO: How do you reach

Mr. Ryan: “We reach our potential customers through a variety of ways. First, we have a cracker jack PR organization of getting the word out to public and it has done a very good job of getting the word out to public through both electronic and thousand customers at this

iPrism products installed and we are very active with those customers. When you ask why I was excited about joining St. Bernard, a

Other Web filtering solutions deliver in tough economic

your potential customers? potential customers through a cracker jack PR organization of getting the word out to public have excellent proactive marketing customers all the time print media. We have over five point that actually have the

huge part of it was that 5000 happy customers have been using our products, and I just look at that and think, ‘Gosh what else can we provide 5000 happy customers.’”

CEOCFO: Are there new features that you plan to add?

Mr. Ryan: “Yes, we have a very exciting and defined roadmap for iPrism, from now into the foreseeable future. We know exactly what we need to do to best our competition. That includes evolving past just content filtering, and enhancing iPrism with capabilities to address issues our customers are raising.”

CEOCFO: What is the financial picture for the company, and how is the current economy affecting you?

Mr. Ryan: “We are very focused on our core competency, which is Internet filtering, and the immediate result of that has been a dramatically improved balance sheet. With respect to the economy, I have been at this for 25 years and I have not seen anything like it. I believe, the longer you are in business the more you like to believe in patterned behavior and refer to things that have worked or not worked for you in the past. While still doing that, I’ve noticed that customers are behaving differently than they ever have before. Buying cycles are elongated, people are unpredictable and businesses are shrinking. All that said, we try hard to make sure that very early in the sales cycle we have good visibility as to whether or not the buyer behavior is so aberrant that it could impact the deal. We have a product that businesses have to have, so they are buying it because they need it. We have to put more energy into product development than our competition to stay ahead of the pack, and continue to draw in new business.”

CEOCFO: Why should investors be looking at St. Bernard?

Mr. Ryan: “The very simple answer is we are grossly undervalued.”

CEOCFO: What should people reading about St. Bernard remember most?

Mr. Ryan: “That we are smart, strong and focused. People often reference us as ‘the little engine that could,’ because we get going and keep going. We do not stop. We are very focused on what we do well, and we are a business with the right people, products time and experience. People should take away that this is a company to watch.”

