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## **IMPACT TECHNOLOGIES LAUNCHES CYBERSECURITY PRACTICE**

**ST. LOUIS, MO – January 21, 2010** – Impact Technologies, a St. Louis-based communications solutions firm, introduced the Impact CyberSecurity practice earlier this month. This division will bring to market the latest network data loss prevention (DLP) and network application control technology.

“The Impact CyberSecurity practice will deliver DLP solutions for today’s high speed networks, enabling us to meet the needs of our enterprise, educational and healthcare clients,” commented Bryan Baehr, President of Impact Technologies. “We will offer the next-generation solution for cyber security. Today’s growing digital infrastructure and global economy make data security the top-priority.”

Tom Rohlfiing will lead the Impact CyberSecurity practice. Mr. Rohlfiing has 22 years of experience in sales, marketing and revenue management, having held several key positions over nine years at Anheuser-Busch. The latest addition to the Impact team, Mr. Rohlfiing recently sold Pinnacle Press, a leading book manufacturing company, after a thirteen year run as the founder and president. His innovation and entrepreneurial skills, along with his customer solution focus, have made him vital to the development of the Impact CyberSecurity practice.

“Our purpose is to increase the visibility into today’s high bandwidth networks,” said Rohlfiing. “Our clients need to inspect, analyze and control network traffic, not only to secure critical data, but also to reduce their network operating expense.”

Mr. Rohlfiing holds a Bachelor of Science degree in communications from the University of Missouri-Columbia and a Master of Business Administration degree from the Olin School of Business at Washington University in St. Louis.

### **About Impact Technologies**

Founded in 1990, Impact Technologies is a privately held corporation that delivers world class solutions in voice and data communications, along with safety and security solutions. Impact Technologies is located in St. Louis, MO. For more information, visit [www.impacttech.com](http://www.impacttech.com).