

FOR IMMEDIATE RELEASE

USC research the basis for new Proofpoint Moxie product

Los Altos, CA – May 18, 2011 – Proofpoint Systems provided a pre-release announcement of a new tool – the Moxie Coefficient.

The Moxie Coefficient is a quick assessment of leadership confidence associated with a particular plan or project. The basis of the tool is doctoral research conducted by Dr. Jim Hill, Proofpoint's CEO, while he was a student at the University of Southern California.

In announcing the coming release, Hill said, "Getting the Moxie Coefficient off paper and into software is a major accomplishment. Many people have been asking for it – along with a book – but we've had to prioritize our product plans. For anyone looking for a quick readiness assessment, this is it."

Proofpoint expects to provide a formal release announcement in June.

The term Moxie Coefficient is derived from the American term for vigor, spunk, and confidence. A formal definition includes "aggressive energy to take the initiative."

The Moxie Coefficient presents questions related to project readiness, sponsorship, organizational relationships, and familiarity with the issues. After just a few point-and-click responses, users get a quick read-out of their personal readiness to gain the organizational support they need for project success. The system also produces a brief report that can be sent to others.

In describing the background of the tool Hill said, "What we're trying to do is help leaders understand the level of effort required for success – to help protect them from their overconfidence. We define overconfidence as the point where self-appraisals exceed performance.

Because they think a project or goal will be easy to achieve, leaders who are overconfident exert just about the same amount of mental effort as those who are underconfident. That often gets them in trouble. So the tool is our way of helping leaders set the stage for success."

About Proofpoint Systems: Proofpoint Systems of Los Altos, CA, (www.proofpoint.net) is the global provider of software and services that help clients solve their toughest business issues and control their success plans. Our suite of cost effective, easy-to-use cloud technologies put *'performance excellence at your fingertips.'* The results are measurable changes to organizational performance, visible integration, better resource use, and superior accountability.

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