



PRESS RELEASE

Leading US Identity & Access Management specialist adds eNitiatives.com's ViewDS technologies to its offerings

Framingham Massachusetts; USA, and Melbourne Australia, 17th January 2011:

Coreblox Inc, a leading US headquartered Identity & Access Management professional services specialist, and **eNitiatives.com** of Australia, developer of innovative Identity and Entitlement Management technologies, have signed an agreement for Coreblox to sell, implement and support eNitiatives's ViewDS and Access Sentinel solutions in North America.

CoreBlox focuses its technology services practice on enterprise security and technical support operations. The CoreBlox team specializes in single sign-on (SSO) and web access management solutions, SAML and identity federation services, and LDAP Directory Virtualization, with broad experience managing, executing and supporting CA SiteMinder Multifactor SecureAuth and Radiant Logic Virtual Directory deployments.

eNitiatives.com is the developer of the **ViewDS** "telco-grade" software server technology that has a unique "all-in-one" architecture for a variety of applications and uses. This "universal discovery" structure provides the capability to store and access information common to multiple applications, in a single repository. It combines multiple protocols in one server – LDAP, XMLeD, SPML; DSML ATN-AMHS, ACP 133Ed D, XACMLv3 & X.500 and others as developed. This provides huge advantages for the user by way of searching and matching of data, data integrity, component matching, maintenance, performance, security, and system design, particularly in IAM deployments.

Todd Clayton President and Founder of Coreblox Inc said "ViewDS and Access Sentinel add innovative options that will complement and expand our solutions for our customers and enhance Coreblox' ability to deliver differentiated solutions. eNitiatives' success in its home market of Asia Pacific indicates that there are substantial opportunities in North America where the unique functions of the products can be exploited."

Andrew Ferguson, Director International Business Development for eNitiatives.com said "Todd Clayton is one of the innovative thought leaders in Identity & Access Management in North America and we are very excited about the new relationship and the increasing presence of our technologies in global markets."

eB2Bcom, eNitiatives' sister company and its reseller in Asia Pacific, is also the reseller for three partners in common with Coreblox - Radiant Logic, Multifactor Corporation and Ping Identity – where the ViewDS technologies complement and enhance products from these companies.

About Coreblox Inc

The CoreBlox team specializes in single sign-on (SSO) and web access management solutions, SAML and identity federation services, and LDAP Directory Virtualization, with broad experience managing, executing and supporting Identity Management deployments. CoreBlox provides solutions for a variety of industries including Banking, Information Technology, Insurance, and Telecommunications.

<http://www.coreblox.com/>.

About eInitiatives.com

eInitiatives.com is a privately-owned company with headquarters and R&D in Melbourne Australia. It is a spin-off from eB2Bcom who previously owned and developed the ViewDS technology. eInitiatives has been operating separately since July 2009 with a strategy of forming partnerships with organizations such as Coreblox to address global and specialist markets. ViewDS is used by organisations in USA, Europe; SE Asia, Middle East and Australia.

<http://www.viewds.com>

For enquiries please contact:

Andrew Ferguson
eInitiatives.com Pty Ltd
andrew.ferguson@enitiatives.com.au
Tel: +613-9851-8600
Cell: +614-1222-3940

Chad Northrup.
Coreblox Inc.
Chad Northrup <chad@coreblox.com>
Tel: +1-877-899-2569