

***Fast Company* ranks Kaspersky among world's top 50 most innovative companies**

MOSCOW, RUSSIA: Kaspersky Lab, a leading developer of secure content and threat management solutions, has announced that it has been ranked among the Top 50 Most Innovative Companies worldwide by US business magazine *Fast Company*. Kaspersky Lab took 32nd place in the ranking, ahead of many global giants of IT industry.



Overall, *Fast Company* recognises 350-plus companies, including more than 75 non-US businesses. *Fast Company*'s editorial team evaluated information on thousands of businesses across the globe to create the World's Most Innovative Companies issue. The end result is a package that dares to be different, emphasising not just revenue growth and profit margins but also progressive business models and an ethos of creativity.

In its latest edition, the magazine explains that Kaspersky Lab has been a magnet for Russia's young computer geniuses for a number of years. It is this fact that has been a key driver in Kaspersky Lab's rapid climb to become the world's fourth-largest anti-malware solutions provider*.

Innovation, quality the only options

"When the company was founded in 1997 with zero investment or external funding, we knew that innovation and quality were the only feasible ways to achieve international success," commented Eugene Kaspersky, CEO and co-founder of Kaspersky Lab. "The company's success is the result of years of research work and constant innovation. It's very nice to hear that the work of our specialists has received worldwide acclaim, not just from our customers and partners, but from independent experts too."

"Innovation has never been more important to our economy and our future," said *Fast Company* editor Robert Safian. "These companies embody what unleashing human potential can accomplish."

Fast Company's Most Innovative Companies issue (March 2011) is available online at www.fastcompany.com/MIC.

**According to 'Worldwide Endpoint Security Market 2010-2014 Forecast and 2009 Vendor Shares' IDC report.*

Fast Company

Fast Company is a leading progressive business-media brand, with an editorial focus on innovation in technology, ethnomics (ethical economics), leadership, and design. Written for, by, and about the most progressive business leaders. Editor Robert Safian was named *AdWeek's* Editor of the Year in 2009. Under the leadership of publisher Christine Osekoski, *Fast Company* made *AdWeek's* Hot List for three consecutive years, and FastCompany.com executive editor Noah Robischon has tripled traffic and revenue year over year. The magazine is owned by Joe Mansueto, founder and owner of Morningstar, a leading provider of independent investment research.

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