

December 18, 2006

Re: Recommendation Letter – Tiffeny Price

To Whom It May Concern:

I recruited Tiffeny Price into Check Point Software's product marketing organization as a customer marketing expert to re-energize our customer reference program in support of key activities including product launches, solution campaigns, and our annual CPX event.

Over the last nine months Ms. Price led a fast track approach to answer our need to connect with our customer base and build a deeper understanding of how Check Point's products are used in the areas of compliance, mobility, enterprise management, and both IPSec and SSL VPN remote access.

Tiffeny worked with multiple groups, our PR agency, and our world wide sales force to identify customers meeting complex requirements and recruit them to participate in sales references, media/public relations opportunities, analyst surveys, lead generation campaigns, and product marketing interview/validation processes.

The result? We now have a customer database containing details of more than 200 customer deployments. Tiffeny received and answered 96 requests for customer references. We collected more than 20 audio interviews with key customers. Tiffeny produced win reports highlighting best practices and key wins in the field as well as several high quality success stories. Tiffeny also launched a partner success story program that enjoys a slot on our home page and very positive feedback from the field.

I am sorry to see such a valuable resource go but realize the need for growth. I recommend Ms Price to any organization looking for seasoned marketing professional to support their key customer and channel programs.

If you have any questions regarding Tiffeny's performance here at Check Point Software please contact me at 650.628.2130 or dburton@us.checkpoint.com.

Best Regards,



David Burton
Director, Product Marketing
Check Point Software Technologies, Inc.