

**Proactive Worldwide President to Present at
Society of Insurance Research's (SIR) 42nd Annual Conference**

CHICAGO, IL – October 15, 2012 – Competitive Intelligence (CI) industry leader David Kalinowski, President & COO of Proactive Worldwide, Inc., will present at the 42nd Annual SIR Conference and Exhibit in Pittsburgh, Pennsylvania on Tuesday, October 16, 2012. Kalinowski will lead a session entitled "Information Security: Developing a Counterintelligence Mindset."

This dynamic and interactive session will demonstrate the importance of creating strong defenses in protecting confidential information within one's company. Using real-life examples, attendees will learn practical ways to protect the intellectual property that resides in the minds of company employees. "Creating a strong defense to protect your company's confidential information is not an option. Intelligence gatherers are out there. CI professionals need to be informed on how to protect their information before it's too late," Kalinowski says. This session is a must-attend for anyone leading their company's intelligence unit.

Participants will take away the following from this session: 1) the value of protecting sensitive information from competitors, 2) how to detect intelligence gatherers, 3) preventing information loss, and 4) how to establish guidelines for protecting your company's sensitive information. To learn more about this workshop and to register for the 42nd Annual SIR Conference and Exhibit, visit www.sirnet.org.

About Proactive Worldwide, Inc.

Proactive Worldwide, Inc. (PWW) is a global decision support, research and consulting firm with offices in the U.S., Europe, and Asia. We provide clients with evidence-based strategic intelligence based on customized programs and services that are anchored by process-driven primary research. We develop action-oriented solutions that optimize our clients' decision making and add to the overall value of their business. For over 17 years, our multilingual professionals have been collaborators and trusted advisors to clients in the fields of brand protection/illegal trade, consumer goods, financial services, industrial products, life sciences/healthcare, and technology/telecommunications. For more information, please call +1 888.925.9125 and visit www.proactiveworldwide.com.

About SIR

The Society of Insurance Research was founded in 1970 to provide a forum for the free exchange of ideas in all areas of insurance research. It has expanded to marketing and planning, as well as research. The Society has since grown to include representation from many different organizations. Providing regular and valuable communications between these individuals and organizations is a major purpose of the Society. ###