

Absolute Expands Partnership with DDM, Embeds Persistence Technology on NIU Devices

VANCOUVER, March 15, 2016 /CNW/ - **Absolute®** (TSX: ABT), the industry standard for persistent endpoint security and data risk management solutions, today expanded its partnership with DDM Brands, a multinational mobile device manufacturer. Under the agreement, Persistence® technology by Absolute will be introduced into NIU Android devices during the manufacturing process.

With Persistence technology embedded into NIU devices at the factory, Absolute provides a reliable two-way connection with each device to monitor and secure NIU devices, regardless of user or location. Absolute technology will provide the foundation for NIU to deliver this unparalleled security solution to its customers through the NIU Protect App.

As part of this partnership, NIU and Telefónica Mexico will be including the activation of Absolute technology on all of their devices as part of a one-year bundle of NIU Protect.

"Providing built-in security technology with Absolute is an important step in delivering the highest level of safety and security to our customers," said Eros Vazquez, Country Manager of NIU in Mexico. "This partnership with Absolute and Telefónica allows us to demonstrate the value of this enhanced level of security so our customers can be confident knowing their devices— and the sensitive data they contain — are protected."

"Our partnership with NIU is a significant achievement within this region," said Brian Johnson, area vice president, Consumer, Absolute. "It provides us with prominent placement in a key target market and supports the expansion of our footprint in Latin America."

About NIU

The NIU brand was created to give consumers a durable mobile device that will help them navigate through life smoothly and without sacrificing the quality and benefits of modern technology. Regardless of lifestyle, NIU will facilitate the hard work and encourage the excitement, and enthusiasm of living. With multi-SIM capacity, multimedia functions, and various color options, NIU is all for one and one for all.

About Absolute

Absolute Software Corporation (TSX: ABT) is the industry standard in persistent endpoint security and data risk management solutions. Persistence® technology from Absolute provides organizations with visibility and control over all of their devices, regardless of user or location. If an Absolute client is removed from an endpoint, it will automatically reinstall so IT can secure each device and the sensitive data it contains. No other technology can do this. Persistence technology is embedded in the firmware of computers, netbooks, tablets and smartphones by global leaders, including Acer, ASUS, Dell, Fujitsu, HP, Lenovo, Microsoft, Panasonic, Samsung, YEZZ and Toshiba, and the Company has reselling partnerships with these OEMs and others, including Apple. For more information about Absolute, visit www.absolute.com.

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