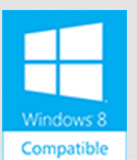




Ad-Aware

Personal Security



About Lavasoft

Lavasoft is the original anti-malware company, creating award-winning, free security and privacy software since 1999. Born of the belief that online security should be available to everybody, Lavasoft offers millions of users the maximum protection for their computers and online identities. With more than 450 million downloads, its flagship product Ad-Aware has blocked and removed billions of threats, saving consumers from all forms of attacks and malware – including viruses, spyware, adware, phishing and drive-by downloads.

As the original anti-malware company, Lavasoft strives to lead the global fight against malware and spyware by providing exceptional security and privacy solutions.

Lavasoft is a global company with operations in North America and Europe. For more information, please visit <http://www.lavasoft.com> or follow the company on Twitter [@lavasoft](https://twitter.com/lavasoft).

Key Facts:

- Headquartered in Malta
- Offices in Sweden, Canada and Ukraine
- Private company founded in 1999 and then purchased in 2011
- 450 million downloads of Ad-Aware worldwide

Contact

For general enquiries about Lavasoft please send us an email at info@lavasoft.com

For press related requests (creative and media events) contact us at press@lavasoft.com





For questions regarding the product features and security, please use malwarelab@lavasoft.com

For any other questions please access our Contact Us section on www.lavasoft.com

Ad-Aware Personal Security 11 at-a-glance

Ad-Aware Personal Security 11 is a paid upgrade to Ad-Aware Free Antivirus+ and provides advanced antivirus and anti-spyware protection as well as a complete set of anti-phishing features. It builds upon Ad-Aware Free Antivirus + and completes it with safe online banking and shopping functionality, real-time web filters against online scams and the ability to scan external storage devices.

It is available in the following languages: English, German, French, Spanish, Italian, Simplified Chinese, Georgian, Russian, Portuguese, Polish, Hungarian & Ukrainian.

| | | | |
|---|---|---|--|
| <p>Free</p>  <p>Free Antivirus+</p> | <p>\$24**</p>  <p>Personal Security For internet, banking and shopping online, Ad-Aware Personal Security will give you peace of mind.</p> | <p>\$36**</p>  <p>Pro Security For maximum protection we highly recommend Ad-Aware Pro Security.</p> | <p>\$48**</p>  <p>Total Security If your computer handles sensitive files, Ad-Aware Total Security is the right solution for you.</p> |
|---|---|---|--|

| Feature | Free Antivirus+ | Personal Security | Pro Security | Total Security |
|----------------------------|-----------------|-------------------|--------------|----------------|
| Fast Antivirus | ✓ | ✓ | ✓ | ✓ |
| Legendary Antispyware | ✓ | ✓ | ✓ | ✓ |
| Real-time protection | ✓ | ✓ | ✓ | ✓ |
| Download protection | ✓ | ✓ | ✓ | ✓ |
| Safe Browsing | ✓ | ✓ | ✓ | ✓ |
| Gaming mode | ✓ | ✓ | ✓ | ✓ |
| Shop & bank online safely | | ✓ | ✓ | ✓ |
| Avoid online scams | | ✓ | ✓ | ✓ |
| External storage scan | | ✓ | ✓ | ✓ |
| Powerful two-way firewall | | | ✓ | ✓ |
| Advanced protection | | | ✓ | ✓ |
| Real-time email protection | | | ✓ | ✓ |
| Parental control | | | | ✓ |
| Digital Lock | | | | ✓ |
| File Shredder | | | | ✓ |

Per seat per year**

Outstanding protection for your PC

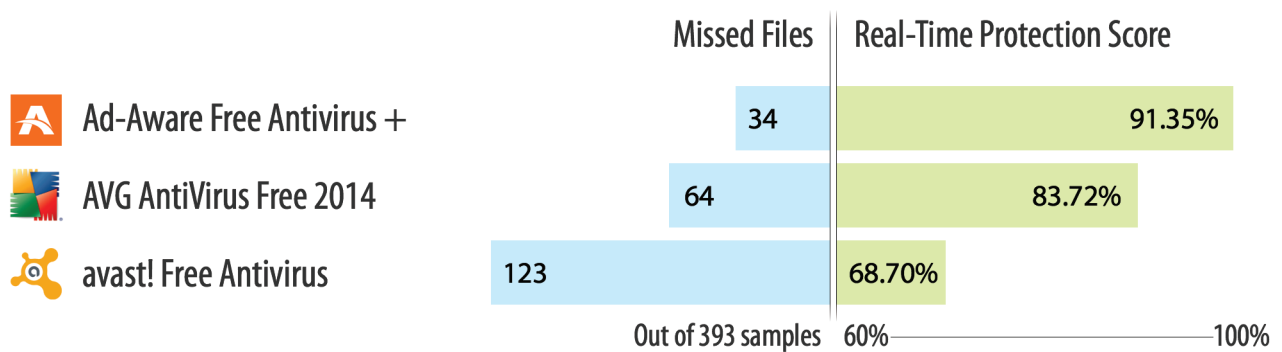
Complementing its proprietary anti-spyware technology with one of the best antivirus engines available today (Bitdefender), Ad-Aware 11 features a packed, lean and powerful anti-malware solution, without the conflicts or slow-downs typically associated with running multiple security programs.

Our extensive in-house tests have revealed that even our free product, Ad-Aware Free Antivirus+, easily bested some of the most complete security suites from our competitors. This testing revealed that Ad-Aware will closely match Bitdefender's impressive test results in independent lab tests. With such a powerful engine at its core Ad-Aware 11 will provide serious protection against even the most advanced threats.

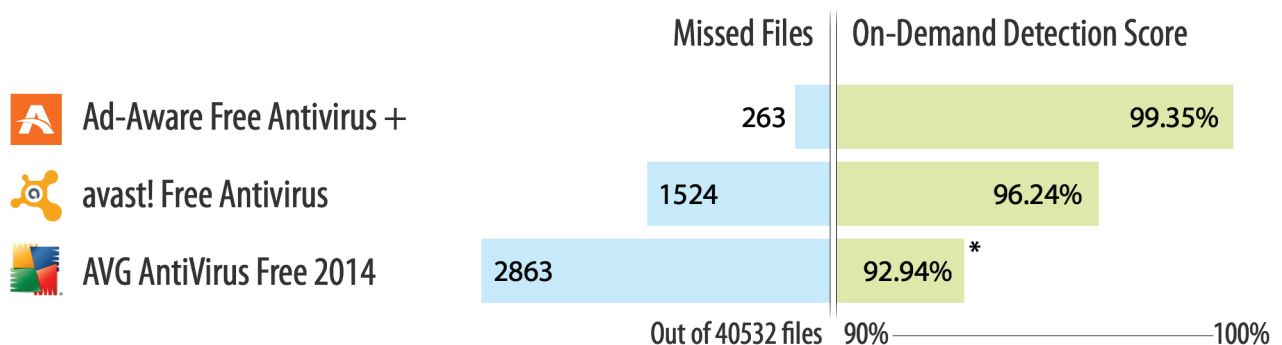
Ad-Aware significantly outperforms our free peers

Ad-Aware Free Antivirus+ scored extremely well in both real-time tests (against freshest malware) and in on-demand scans (40,000+ samples).

avast! missed 4x more prevalent threats than Ad-Aware



AVG missed 10x more overall threats than Ad-Aware

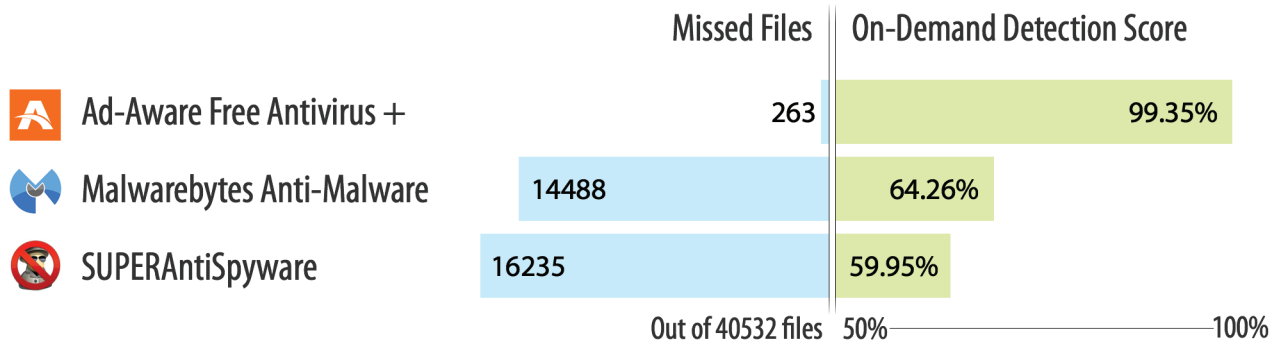


*Best score of two tests.

And totally eclipses pure anti-spyware scanners...

We then decided to see how Ad-Aware stands when compared with the two most popular on-demand anti-malware solutions (no real-time protection abilities). The results were impressive:

Malwarebytes missed 55x more malware than Ad-Aware!



It's clear that typical anti-spyware programs just don't offer any additional protection anymore...

- Both Malwarebytes and SuperAntiSpyware score much lower than any of the top 3 antivirus on on-demand (scan) protection.
- Malwarebytes detected 52 samples that Ad-Aware Free Antivirus+ didn't but failed to detect well over 14,000 samples that Ad-Aware Free Antivirus+ successfully detected.
- SuperAntiSpyware failed to detect more than 16,000 samples that Ad-Aware Free Antivirus+ successfully detected.

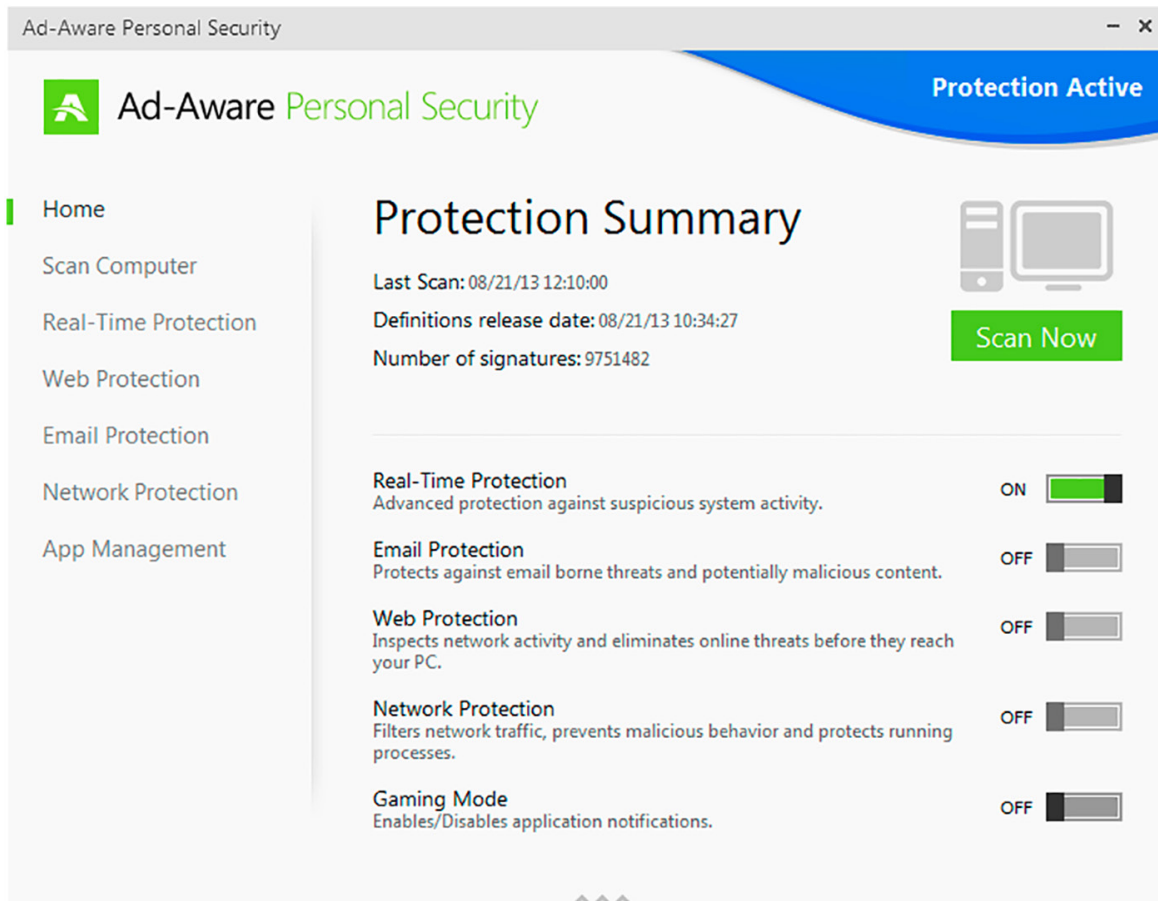
Ad-Aware Personal Security 11 Features

Following is a detailed guide to the security features built-in to Ad-Aware Personal Security 11. For further clarifications or information, feel free to contact our security specialists at malwarelab@lavasoft.com.

New, fluid User-Interface

Designed for ease and usability.

Easy to download, install and use, Ad-Aware 11 now sports a light, fluid UI that is a step-up from our previous version with a light, contemporary and modern design. Ad-Aware Free Antivirus + contains the essential protection features - simply enter your key in the UI to download and/or unlock the power of our premium versions.



Shop & bank online safely*

Get complete peace of mind when shopping or banking.

Phishing scams and their level of sophistication are at an unprecedented high. While it is generally safe to shop and bank online, as a general rule it is better to be very cautious about giving out your personal information online.

Cybercriminals can use a variety of techniques to steal your credit card information or banking passwords from impersonating reputable websites to forging the security certificates of online stores or banks.

Our Real-Time Web Filter protects you against phishing attacks by constantly analyzing, in real-time, links that are often found on the Internet, in emails and in messages. With the Real Time Web Filter on, malicious links, content or malware are proactively blocked before they can harm your computer.

*feature added into Ad-Aware Personal Security

Avoid online scams

Real-time protection for you and your friends.

Ad-Aware keeps your passwords and personal information safe on social networks. Combined with our Real-Time Web Filter and powerful anti-phishing technology, bad links sent out via messaging, chats, emails and communications on social networking sites (such as Facebook, Twitter and Google Plus) are checked in real-time, giving you and your friends a much safer way to communicate.

*feature added into Ad-Aware Personal Security

External storage scan

Scan USB drives or memory keys against malware.

Good friends don't give each other viruses. If you're sharing files with friends and plug in an external hard drive, memory stick or USB thumb drive, make sure it's clean and free from malware.

Ad-Aware Personal Security can scan both additional hard-drives on your computer(s) and network drives shared amongst your devices. Any additional drives can be added to your scheduled scans or simply right-click on the drive you would like to scan for a quick on-demand scan.

Ad-Aware scans external storage to ensure that your computer stays malware-free.

*feature added into Ad-Aware Personal Security

Fast Antivirus

It's a superfast antivirus that complements our legendary anti-spyware.

Ad-Aware offers a superfast antivirus engine that works alongside our legendary anti-spyware technology. Two engines work together to block malware from traditional viruses to the more common spyware attacks. Because both engines are made to work together, there are no conflicts or slow-downs typically associated with running two separate security programs – there's just one easy and superfast security solution.

With automatic updates available several times a day, you can rest assured that your computer and files are protected from the ever-evolving threats of the web.

With Ad-Aware you won't need any other security software. You can safely disable all other antivirus software and get powerful protection that won't slow your PC.

Legendary Antispyware

The world's most trusted. 450 million downloads and counting.

With over 1 billion attacks stopped, there is no doubt Lavasoft knows a thing or two about how to stop cybercriminals. Our technology is so good that it is used by many of our peers in the security world.

It used to be that viruses were the prevalent form of cyber threat. So called "black hat" hackers would engineer individual viruses that damaged or destroyed systems, relishing the challenge and building dubious reputations.

Today, cybercriminal groups operate like legitimate developers, carefully designing and testing malware to ensure what they consider "high quality". In reality, this means increasingly advanced malware threats, the ability to evade detection and automating malware distribution in unprecedented and ever growing numbers. Unfortunately, all this effort is for one thing - their gain at your expense; stealing your money and data.

Ad-Aware's rootkit protection and Real-Time Detection continue to provide a legendary defense against Trojans, password stealers, key-loggers, spyware, adware, fraudsters and identity thieves.

Real-time protection

Immediately detect malware before it harms your PC.

Ad-Aware's Real-Time Protection immediately detects and blocks malware. Powered by behavior-based heuristic scanning, which blocks or suspends malicious processes and infected files that try to start or connect to your system. Ad-Aware's Enhanced Real-Time Protection effectively prevents malware from damaging your PC or accessing your personal files.

Real-time process protection

Blocks or suspends malicious processes and infected files that try to start or connect to your system preventing them from further infecting your system.

Real-time registry protection

Advanced detection of attempted registry changes, a favorite target for many malware distributors. Ad-Aware 11 alerts you when a program tries to make changes to your registry, giving you the power to block the threat or to allow access.

Real-time network protection

Monitors outgoing network traffic and blocks connections to blacklisted IP addresses and known malicious websites, identifying and stopping active threats.

Download Protection

Download photos, music and movies with confidence.

Downloading files from the Internet, peer-to-peer networks (P2P) or torrent sites are often loaded with a secret cargo of malware. It is becoming increasingly popular for cyber-criminals to upload contaminated files into what appears to be the latest movies, software programs or even music.

A user who inadvertently downloads such a file exposes his PC and his network to the whims of hackers and puts himself at risk of having his identity stolen or his computer compromised.

Ad-Aware automatically scans files before they are downloaded on your hard-drive and detects malware before it can ever be launched. Its real-time protection quarantines infected files preventing them from damaging your system.

Safe Browsing

Protection while you browse the web.

Ad-Aware's Safe Browsing feature scans for known bad URLs and websites. It's a great way to protect yourself from the newest malware being distributed.

The Safe Browsing engine constantly checks sites against a constantly updated list of reported malware infected sites. The list is updated every 5-20 minutes and provides real-time browsing protection against the latest web-based exploits, from back door Trojans to exploits and phishing sites.

Ad-Aware Safe Browsing protects you while you browse the web. Every URL is carefully scanned in real-time against a constantly updated list of suspected malware and phishing sites. If you click on a dangerous link while browsing the web or while reading an e-mail, Ad-Aware Safe Browsing will immediately warn you of the site's risk status.

Gaming Mode

Play games and watch movies without being disturbed.

Ad-Aware was the first free antivirus program to include a game mode (sometimes called silent mode). In Game Mode, your computer remains protected while you play your games or watch a movie without the interruptions or strain on system resources that other security software programs often cause. Game Mode suspends alerts, system scans and auto-updates while you work or play without compromising your security.