

## Company Overview

Lavasoft is not just another anti-spyware company; it is the *original* anti-spyware company. Since 1999 when Lavasoft first launched its Ad-Aware flagship product, it has received countless awards and recognition from highly respected IT organizations. With 400 million Ad-Aware downloads around the world, Lavasoft remains an anti-spyware and anti-virus leader, continuously setting the benchmark for all other security companies in the industry.

As serious threats against corporate and personal privacy continue to grow and intensify on the global market, Lavasoft continues to expand the resources necessary to deliver the high-quality products and service expected by our customers. Our experienced R & D Team ensures that the Lavasoft product line remains a leader among the competition. In addition, the specialized Malware Labs at Lavasoft is dedicated to identifying new spyware/malware threats to provide continuous updates that secure our customer's privacy.

## Lavasoft Malware Labs

Lavasoft was founded on the ideals of consumer reporting, ethical advertising, and social change. And we continue to operate on those principles today. Unlike most of our competitors, Lavasoft is not only committed to cleaning up and blocking spyware from your computer system, we are also committed to creating long-term social change by working with the spyware industry to improve their processes.

Our experts at the Lavasoft Malware Labs monitor and analyze the spyware industry to identify new spyware/malware definitions and threats, and quickly distribute that information to our customers to provide excellent protection against spyware/malware infections. The Lavasoft malware analysts also work directly with the authors and distributors of spyware and malware, giving them the opportunity to change from 'bad guys' to 'good guys' by making acceptable improvements to their spyware.

## Customers

Lavasoft products protect the privacy of all computer users including home consumers, small- and medium-sized businesses, corporations with extensive IT networks, schools, government offices, non-profit organizations and OEMs.

### Lavasoft Facts

- **Headquarters:**  
Gothenburg, Sweden
- **Web Site:** [www.lavasoft.com](http://www.lavasoft.com)
- Founded in 1999
- Private company
- 4000 partners in over 120 countries
- 400 million Ad-Aware downloads worldwide

### The Lavasoft Mission

The Lavasoft *mission* is, as an innovation-driven organization, to pioneer and deliver high quality security solutions that protect individual computer users and business networks worldwide from compromising and intrusive privacy threats.

### The Lavasoft Vision

Our *vision* is that every computer user, regardless of economic status or geographic location, has the power to control their individual privacy and security. We strive to promote an environment of ethical change in the spyware industry to uphold our ideals of social and corporate consciousness.



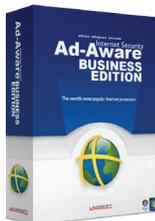


## Products

**Ad-Aware Product Family** – With over 400 million downloads worldwide, Ad-Aware continues to be the most trusted protection against malware. Ad-Aware Internet Security, providing anti-spyware and anti-virus, is available in Free and Pro versions. Ad-Aware Total Security combines anti-malware with a range of additional features for all-in-one security, including firewall, anti-phishing, anti-spam, parental control, online backup, data recovery, system tuning and file shredding.



**Ad-Aware Game Edition** – Designed for online gamers and entertainment fans, Ad-Aware Game Edition provides complete malware protection, including anti-virus and anti-spyware, while you work and play in full-screen mode – without the interruptions or system impact.



**Ad-Aware Business Edition** – Organizations with computer networks, small and large, use Ad-Aware Business Edition to secure confidential corporate information. Ad-Aware Business Edition offers endpoint anti-virus and anti-spyware protection combined with a centralized management system.



**Lavasoft Personal Firewall 3.0** - Lavasoft Personal Firewall 3.0 delivers instant security and peace-of-mind to Lavasoft consumers that are accustomed to our industry-leading anti-spyware products. Designed for home and business use, Lavasoft Personal Firewall provides the ultimate security shield against hackers, worm, and Trojans.



**Lavasoft Privacy Toolbox Family** - Lavasoft Privacy Toolbox provides digital document security with both the Lavasoft File Shredder and Lavasoft Digital Lock in one easy-to-use application. Lavasoft File Shredder ensures that unwanted files are deleted and impossible to retrieve, while Lavasoft Digital Lock file encryptor offers secure storage and sending of sensitive information.

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