

# PC Tools launches ThreatFire

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Zero-day behavioural security protection for PCs that can double protection against cyber threats

London, October 9, 2007:PC Tools (<http://www.pctools.com>) announces today the launch of ThreatFire, its new behavioural-based consumer security software.

“Our new approach to malware detection is fundamentally unique. ThreatFire improves on traditional anti-malware products because its behavioural-based technology offers proactive detection, unlike signature-based technology which provides only reactive protection” said Simon Clausen CEO of PC Tools.

Typically, antivirus products are required to have first identified a threat in order to create the signature before adequate protection can be provided. For example ThreatFire is one of the only products capable of stopping the Storm threat in its tracks without a signature.

ThreatFire does not rely on signatures for protection and there is no delay in providing protection against zero-day or zero-minute exploits. It actively defends a PC in real-time against malware such as viruses, Trojans, rootkits, keyloggers or spyware by examining and monitoring the behaviour of files, background activities and processes.

“Internal testing has shown that ThreatFire’s ActiveDefense technology significantly increases and can double the protection level provided by traditional Antivirus products,” said Clausen.

A graph displaying the extent to which ThreatFire can increase the level of protection by traditional anti-virus products can be found at <http://www.threatfire.com>

Key features:

1. Patent-pending ActiveDefense real-time technology to provide constant protection for known and brand new zero-day threats.
2. A new on-demand anti-virus scanner from PC Tools AntiVirus. The on-demand scanner allows users to scan their systems for known and dormant threats.
3. Protects in the background with minimal impact on system resource usage and to the end user.

A feature-rich Free Edition is available or ThreatFire Pro, with PC Tools AntiVirus engine, is available for £29.95 inv VAT per year (special introductory offer of £19.95 inv VAT).

Additional features

- Easy to use and configure

ThreatFire was designed with non-technical users in mind. It is straightforward and provides clear

guidance and is fully configured to provide the most comprehensive protection available.

- Protects users when Antivirus cannot

ThreatFire makes intelligent choices to proactively shut down any activity or behaviour that might compromise the security of a PC.

- Designed for Windows XP, Windows 2000 and Windows Vista (32-bit only, 64-bit coming soon).

## ABOUT PC TOOLS TM

PC Tools is a global software leader with a cache of security and utility products, including the multi award-winning Spyware Doctor 5.0TM. PC Tools is an industry leader in real-time anti-spyware and has a number of key patents pending. PC Tools' award-winning Spyware Doctor is now available at all major retailers across North America including GeekSquadTM, Target, Office Depot, and Best Buy.

PC Tools now has two research facilities: one in Sydney, and a second in Boulder, Colorado. The company is headquartered in Sydney, with offices in San Francisco, London, Shannon (Ireland), Melbourne, Kiev and now Boulder, Colorado. PC Tools has a global network of distributors, resellers, and retailers.

<http://www.pctools.com>

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## PC TOOLS AWARDS

PC World Best Buy Award, August 2007, PC Magazine Best Anti-Spyware 2005, Editor's Choice 2006; Windows XP Magazine, Editor's Choice; PC Pro Recommended 2006, A List product; PC Answers Editor's Choice 2006; PC Advisor Gold award 2006; PC User 'Top Buy' 2006; Computer Shopper Best Anti-Spyware of 2006. We have also received Virus Bulletin and Checkmark Certification 2007.