

GFI® Software Launches VIPRE™ Antivirus into Store Retail with PC World and Currys

Submitted by: GFI Software

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UK's largest chain of PC hardware and software retail stores to carry GFI's award-winning antivirus, antispyware and firewall solutions following successful online launch

London, UK – 15 September 2011 – GFI Software today unveiled PC World (<http://www.pcworld.co.uk/>) and Currys (<http://www.currys.co.uk/>) as its first UK in-store retail partners for GFI VIPRE Antivirus

Premium. Building on successful consumer retail sales of GFI's VIPRE Lifetime

(<http://www.gfi.com/page/62988/gfi-software-launches-vipre-antivirus-premium-lifetime-edition-to-eliminate-need-for-antivirus-format>) via PC World's web site, parent Dixons Retail has expanded the relationship, adding one and two-year SKUs of GFI VIPRE to its in-store security software line-up.

GFI VIPRE Antivirus Premium will be sold in 216 stores across the UK, comprising standalone PC World stores and the new PC World/Currys Megastore format, and follows a reorganisation and replacement of the security software vendors carried by Dixons Retail in these stores. Currys and PC World are the largest specialist electrical retailing and services operators in the UK & Ireland.

GFI VIPRE Antivirus Premium is a fully featured PC security solution with antivirus, antispyware and firewall, and is available in a variety of licence configurations, including single user and an unlimited home site licence available in both one and two year packs. Online via PC World's web site, customers can purchase GFI VIPRE Lifetime* Edition, providing continuous protection for a single PC for a one-off purchase price.

"The number of stores and household name status of both PC World and combined PC World and Currys Megastores give us a fantastic and challenging platform from which to expand the UK user base for GFI VIPRE Antivirus. Both stores are trusted names in PC hardware and software, making them a natural destination for consumers looking to purchase the physical product, while at the same time allowing us to engage with customers looking to equip new computers with award-winning security software at the time of initial purchase," said Mato Petrusic, vice president of EMEA sales.

"Thanks to our on-going relationship with Gem Distribution which will be supplying Dixons Retail, PC World and Currys staff have access to an array of tools and point-of-sale material at their disposal to help them take full advantage of up-selling and cross-selling opportunities, while consumers get peace-of-mind and a substantial improvement in PC performance over other antivirus products on the market," Petrusic added.

Available now in store, PC World and PC World/Currys Megastores are selling three discounted versions of GFI VIPRE at very competitive prices:

- GFI VIPRE Antivirus Premium – 1 User, 1 Year – £14.99 (RRP £29.99)
- GFI VIPRE Antivirus Premium Unlimited – 1 Year Home Site Licence – £19.99 (RRP £39.99)
- GFI VIPRE Antivirus Premium Unlimited – 2 Year Home Site Licence (PC World Exclusive) – £24.99 (RRP £49.99)

Prices include VAT.

* Please see End User License Agreement for more information.

About GFI VIPRE Antivirus

GFI VIPRE Antivirus (<http://www.vipreantivirus.com>) is designed to provide the fundamental, necessary desktop malware protection that consumers, small office/home office (SOHO) users or small and medium businesses (SMBs) need in today's threat environment. Instead of creating a product loaded with "marketing" features (such as parental controls or online backup), GFI focused on the core features that provide users with comprehensive protection - desktop firewall, host-based intrusion prevention (HIPS), malicious URL filtering and an intrusion detection system (IDS). This enables the best protection on the market today with minimal demand on system resources.

It includes notable features such as extensive support for removable drives; support for 64-bit environments, including a 64-bit boot cleaner and 64-bit rootkit scanner; support for Mozilla Firefox® Scan Extensions; and other capabilities to bolster the efficiency and performance of GFI VIPRE.

About GFI

GFI Software provides web and mail security, archiving, backup and fax, networking and security software and hosted IT solutions for small to medium-sized businesses (SMB) via an extensive global partner community. GFI products are available either as on-premise solutions, in the cloud or as a hybrid of both delivery models. With award-winning technology, a competitive pricing strategy, and a strong focus on the unique requirements of SMEs, GFI satisfies the IT needs of organizations on a global scale. The company has offices in the United States, United Kingdom, Austria, Australia, Malta, Hong Kong, Philippines and Romania, which together support hundreds of thousands of installations worldwide. GFI is a channel-focused company with thousands of partners throughout the world and is also a Microsoft Gold Certified Partner.

For more information

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