

## AVG Threat Labs to Provide Innovative, Free Detection Tools to Internet Community

AVG Threat Labs to offer Customers Quantitative, Qualitative Insight to Internet Threats, Scams

AVG Technologies, developers of the worlds most popular free anti-virus software, today announced a limited public beta test of its new online tool, AVG Threat Labs. Designed to help consumers combat criminal elements on the Web, Threat Labs is an innovative online information portal that merges the quantitative Web threat detection data that AVG routinely collects from its almost 100 million users with data from AVGs LinkScanner technology.

AVG users with LinkScanner already installed are protected in real-time from sites containing malware. Threat Labs complements this software by enabling the user to type in the URL of a specific Web site to gather more information. Users not currently using AVG software still benefit from visiting Threat Labs as this unique tool provides an instant and complete safety analysis of a Web site including detection statistics, a detection timeline, an analysis of linked sites and a detection map. AVGs Threat Labs augments AVGs existing free, downloadable anti-virus software and enhances the companys unique people powered protection approach to security.

Web threats are constantly evolving and it is our mission to provide consumers with the resources they need to not be victims of Internet crimes, said JR Smith, Chief Executive Officer of AVG Technologies. What really excites me about Threat Labs is that it is all about what makes AVG a different security software company from our competitors because it is based on people powered protection. From the standard AV tools and malware detection, to more cutting edge resources like threat labs and our new social media tools, AVG is committed to a product line that is effective against the risks we understand today and the threats that are evolving as we speak.

The full consumer launch and availability of AVGs Threat Labs is slated for late September 2010. It will be part of a set of tools for the AVG Internet Security suite to help consumers more safely navigate the murky waters of social networks, as well as resources such as Threat Labs that bring together the quantitative data with reputational data to empower consumers on the Web. AVGs product suite will create a global army of citizens, nearly 100 million strong, working together to thwart Internet crime.

AVG Threat Labs Beta can be accessed at <http://www.avgthreatlabs.com/sitereports>. AVG Free or AVG LinkScanner can be downloaded free of charge

#### About AVG

Technologies - [www.avg.com](http://www.avg.com)

AVG is a global security software maker protecting more than 110 million consumers and small businesses in 170 countries from the ever-growing incidence of Web threats, viruses, spam, cyber-scams and hackers on the Internet. AVG has nearly two decades of experience in combating cyber crime and one of the most advanced laboratories for detecting, pre-empting and combating Web-borne threats from around the world. Its free, downloadable software allows novice users to have basic anti-virus protection and then easily upgrade to greater levels of safety and defense when they are ready. AVG has nearly 6,000 resellers, partners and distributors globally including Amazon.com, CNET, Cisco, Ingram Micro, Play.com, Wal-Mart, and Yahoo.!

#### Talk to Us

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#### About AVG (AU/NZ)

Pty Ltd [www.avg.com.au](http://www.avg.com.au)

Based in Melbourne, AVG (AU/NZ) Pty Ltd distributes the AVG range of Anti-Virus and Internet Security products in Australia, New Zealand and the South Pacific. AVG software solutions provide complete real-time protection against the malware, viruses, spam, spyware, adware, worms, Trojans, phishing

and exploits used by cyber-criminals, hackers, scammers and identity thieves. AVG protects everything important and personal inside computers documents, account details and passwords, music, photos and more all while allowing users to work, bank, shop and play games online in safety.

AVG provides outstanding technical solutions and exceptional value for consumers, small to medium business and enterprise clients. AVG delivers always-on, always up-to-date protection across desktop, and notebook PCs, plus file and e-mail servers in the home and at work in SMBs, corporations, government agencies and educational institutions.

For more detailed information please contact:

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Media resources, including logos, box shots, screen shots etc., are available online at: <http://www.avg.com.au/media>

Join the AVG Community for information, video content and pictures: <http://www.flickr.com/photos/officialavg/sets/>