



Australia & New Zealand

Heightened security in new Android app store

Mobile security leader AVG Technologies partners with app platform Livewire Mobile, Inc.

Livewire Mobile, Inc. (otcmkts: LVWR), the one-stop digital content solutions provider for carriers, consumer device manufacturers, media companies and consumers, and AVG Technologies (NYSE: AVG), the provider of Internet and mobile security to approximately 108 million active users, today launched an initiative in which AVG will provide advanced security checks to apps delivered from Livewire-hosted Android app stores for mobile network operators and handset manufacturers. With concerns increasing around the potential security dangers for smartphone users, the two companies intend to use AVG's innovative technology to help users protect themselves from potential malware and viruses. Livewire Mobile has extensive relationships with Android app developers around the world and will host and manage the new app stores on its industry-leading Daius digital content platform. Livewire Mobile, in collaboration with AVG, is now working with its developer community to curate and deliver security-screened app stores for customers around the world. Every app being offered to consumers in Livewire's app stores will be pre-screened by AVG's technology. Additionally, once a user downloads an app from one of Livewire's secure app stores, every app update following the initial download will be similarly screened on the device using AVG's Mobilation for Android security solution. Mobilation will be made available free of charge to every user to complete the process. Livewire Mobile COO Dave Moreau said: "Our platform hosts and manages mobile entertainment services for mobile network operators, handset manufacturers and media companies worldwide. We believe that while Google has made great advances in providing security for Google Play, malware and viruses are still an important challenge for smartphone users worldwide. The solution we have put together with AVG provides an innovative "clean" service for consumers and helps MNOs and handset manufacturers deliver on their duty of care to their subscribers. AVG is a leading provider of internet and mobile security - what better way to protect consumers than providing them with AVG's powerful technology?" JR Smith, CEO of AVG Technologies said: "The growing use of mobile devices to connect to social networks and entertainment services has made it a preferred method for cyber criminals to spread malware. Our AVG Q1 2012 Community Powered Threat Report indicated a major increase in the use of social networks such as Facebook and Twitter to target Android users - by tricking them into installing malicious apps. In 2011 alone, Google removed more than 100 malicious apps from the official Android market, Google Play. Our joint initiative with Livewire Mobile will help give Android users peace of mind to use their phone apps to safely interact with their favourite social networks and entertainment services." AVG and Livewire Mobile are taking part in the Privacy in Mobile Applications Initiative, unveiled last month by the MEF, the global community for mobile content and commerce. The initiative was officially launched at MEF's inaugural Privacy Summit in Washington DC with the goal to help the global mobile industry build consumer trust when interacting with mobile apps. Rimma Perelmuter, MEF Executive Director, said: "We welcome such thought leadership from two of our members. It's essential the mobile ecosystem works together to address issues around consumer trust. Both the recently announced privacy initiative and our on-going initiative work around security in M-commerce support the wider industry to overcome key barriers to growth and create a trusted environment for consumers." - ends - About AVG Technologies (NYSE: AVG) AVG's mission is to simplify, optimize and secure the Internet experience, providing peace of mind to a connected world. AVG's powerful yet easy-to-use software and online services put users in control of their Internet experience. By choosing AVG's software and services, users become part of a trusted global community that benefits from inherent network effects, mutual protection and support. AVG has grown its user base to approximately 108 million active users as of December 31, 2011 and offers a product portfolio that targets the consumer and small business markets and includes Internet security, PC performance optimization, online backup, mobile security, identity protection and family safety software. www.avg.com AVG and AVG Mobilation are registered service marks of AVG Technologies, registered in the United States and in other countries. All other trade names are the property of their respective owners. About Livewire Mobile Livewire Mobile, Inc. (otcmkts: LVWR) is a Mobile Internet powerhouse with one of the most comprehensive one-stop digital entertainment solutions for network operators, consumer device manufacturers, brands and media companies entering the mobile market. The company's integrated suite of content services includes applications, video, games, ringback tones, ringtones, DRM-free full-track music, e-books and more as well as application and portal development, mobile advertising solutions, integrated content publishing and merchandising, and turnkey managed VAS operations. For more information, please visit www.livewiremobile.com. Livewire Mobile is a registered service mark of Livewire Mobile, Inc. All other trade names are the property of their respective owners. Statements other than historical facts included or referred to in the Press Release are "forward-looking statements". These statements are based on management's expectation as of the date of this document and are subject to uncertainties and changes in circumstances. In addition, while management may elect to update forward-looking statements at some point in the future, management specifically disclaims any obligation to do so, even if it's estimated change. Any reference to the company's website in this press release is not intended to incorporate the contents thereof into this press release or any other public announcement. For more information please contact: Michael McKinnon AVG (AU/NZ) 03 9581 0845 mmckinnon@avg.com.au Shuna Boyd Boyd PR 02 9418 8100 shuna@boydpr.com.au AVG Technologies - Investor Relations AnneMarie McCauley AnneMarie.McCauley@avg.com Media resources, including logos, box shots, screen shots etc., are available online at: <http://www.avg.com.au/media/>

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