

Roxio Signs Publishing Agreement with STOPzilla

Tuesday September 7, 9:30 am ET

Roxio's Retail Expertise Unlocks North American Distribution Channels for Leading Anti-Spyware Developer

SANTA CLARA, Calif., Sept. 7 /PRNewswire-FirstCall/ -- Roxio, Inc (Nasdaq: [ROXI - News](#)) provider of the best-selling digital media software in the world, announced today that it has entered into a publishing agreement to market STOPzilla, a premier anti-spyware application. Under the terms of the agreement, Roxio will use its established sales and marketing organization, multi-channel distribution experience, and expertise in selling to the mass consumer to increase brand awareness and maximize the sales potential of STOPzilla.

"STOPzilla epitomizes the characteristics we were looking for in a potential partner," said Scott Berlin, Vice President, Worldwide Sales and Marketing, Roxio. "STOPzilla has clear competitive advantages, is exceptionally easy to use, competes in a high-growth category, and has proven its viability with a solid record of online sales. Our partnership enables STOPzilla to broaden its reach and capitalize on a new market opportunity at retail, while providing Roxio with the ability to increase revenue by leveraging existing relationships and infrastructure."

STOPzilla's award winning technology takes an innovative, real-time approach to protecting Internet users' privacy and insulating them from the inconvenient, invasive and often harmful results of spyware and adware. STOPzilla is the only solution on the market that uses advanced suppression technology rather than extraction to effectively quarantine and neutralize adware, stop popups and counteract spyware monitoring tools designed to record Internet activity and behavior.

"With spyware and adware threats reaching epidemic proportions, now is the perfect time for the retail launch of STOPzilla," said Robert Deignan, Business Development Director, STOPzilla. "In Roxio, we have a single point of entry into multiple markets and a partner with the channel knowledge, relationships, and marketing acumen to further STOPzilla's success."

About Roxio

Roxio, Inc. provides the best selling digital media software in the world and owns Napster®, the world's most recognized brand in online music. Roxio makes award-winning software products for CD/DVD burning, photo editing and video editing. Roxio's family of products includes category-leading products Roxio Easy Media Creator(TM), Easy CD & DVD Creator(TM), Digital Media Suite®, Easy CD Creator® (Windows) and Toast® (Macintosh) for CD/DVD burning, PhotoSuite® for digital photography, and VideoWave® for digital video. Roxio's current installed base is in excess of 100 million users. Roxio distributes its products globally through strategic partnerships with major hardware manufacturers, in stores with the leading worldwide

retailers, through Internet partnerships and also sells its products direct at www.roxio.com.

About STOPzilla

STOPzilla, a privately held company based in Boynton Beach, Fla., is a developer of innovative privacy solutions that are intelligent, easy to use and affordable. Since launching in April 2002, STOPzilla has fast become the preferred spyware, adware and popup killer for Internet users worldwide earning the Cnet Editors' Choice Award in November 2003 -- one of the most coveted awards in the consumer software industry.

NOTE: Roxio, the Roxio tagline, Roxio Easy Media Creator, Easy CD & DVD Creator, Digital Media Suite, Easy CD Creator, PhotoSuite, VideoWave, Toast, and Napster are either trademarks or registered trademarks of Roxio, Inc. or its subsidiaries in the United States and/or other countries. All other trademarks used are owned by their respective owners.