

# Stopzilla Introduces New Popup Killing Technology

**BOYNTON BEACH, FL. June 15, 2003** — STOPzilla, a developer and marketer of innovative popup ad killing software for Internet users, announced the availability of STOPzilla version 3.0, a first-of-a-kind product that combats today's popup problem by not only preventing unsolicited popups spawned by web sites, but automatically suppressing third-party ad delivery applications (Adware and Spyware) installed by downloadable free software.

Unsolicited popup advertisements, the unwanted small windows that suddenly appear while surfing the Internet and slow down Web surfing, not only pose an annoyance and invasion of privacy issue to Web users, but have quickly turned into a productivity hindrance for corporations.

STOPzilla's "ULTIMATE Popup Killer" is the first popup killing application that goes directly to the source of the problem by taking action against the actual ad delivery systems - Adware - the third-party stealth programs that spawn ads - and Spyware, which monitors a user's Web-browsing activity to deliver ads relevant to a user's surfing habits.

Existing solutions have only eliminated popup ads by targeting the actual popup windows, while allowing the offending Adware/Spyware applications to continue to run. Others go as far as to attempt the removal of the Adware and Spyware applications themselves from computer systems ? sometimes resulting in irreparable damage to the user's computer. Unfortunately, neither method will ever prove truly effective as the potential for Adware and Spyware to be reinstalled automatically is inherent to, not only the downloading of free software but, in some cases, just surfing the Internet.

"Approximately 80% to 90% of all popups we hear users complain about are spawned by Adware ? The web site a user happens to be visiting or the browser they're using is completely irrelevant in these cases." says Scott De Sapio, President of STOPzilla. "Rather than continue fighting an uphill battle, we've taken a proactive approach in attacking the root of the problem. While other solutions require users to maintain lists or continually monitor and scan for intruders, our Adware/Spyware suppression engine is totally transparent to the end user and requires very little user intervention. The result is a simple yet effective solution that puts the user in the driver's seat without having to become a guru - STOPzilla is the guru."

A recent survey conducted by GartnerG2 indicated that 78% of respondents claimed they found popup ads "very annoying." Yet the number of popup impressions continues to grow substantially. Nielson/NetRatings' online-advertising rating, AdRelevance, found that popup impressions increased from 1.2 billion to 4.9 billion during a recent ninemonth period.

STOPzilla's solution is ideal for corporations wishing to increase employee productivity, Internet service providers who want to attract new customers while retaining existing customers, and end users who are continually bombarded with the vast number of popup ads coming across their screens.

"I tested several other popup stopper utilities, and every one of them would let popups through. Then I tried STOPzilla, and I immediately called a meeting with our chief operations officer to show him the wonders of popup free Web browsing," said Rich Whyrick, systems administrator with BSC Holdings Inc. "He was so impressed that within an hour, I had purchased enough licenses to put STOPzilla on every PC in our organization, and I have yet to see it let a popup through."

"The day after we released STOPzilla to our customers, my inbox was filled with compliments, gratitude and raves about the product and the relief it offers from the deluge of popups our users have grown accustomed to," said Terry Ryan, vice president of ISP CCIS.net. "STOPzilla has been a powerful sales and customer retention tool." The STOPzilla solution incorporates ZILLAsmart auto-update technology to ensure that Internet users are continually updated with the most effective popup killing solution available. STOPzilla is also dedicated to free customer support, 24 hours a day, 7 days a week. STOPzilla version 3.0 retails for \$29.95.

For more information about STOPzilla and its popup ad killer solutions, visit [www.STOPzilla.com](http://www.STOPzilla.com) or call 877-877-9944.

### **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 its first popup suppression product in April 2002, STOPzilla has fast become the preferred 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.