

STOPzilla Wins Prestigious CNET Editors' Choice Award

BOYNTON BEACH, FL. October 14, 2003 — STOPzilla, a developer and marketer of innovative popup ad killing software for Internet users, today announced that it received a CNET Editors' Choice award. STOPzilla is a unique product that combats today's popup problem by not only preventing unsolicited popups spawned by web sites, but also automatically suppressing third-party ad delivery applications (Adware and Spyware) installed by downloadable free software. The coveted CNET Editors' Choice award recognizes outstanding computing and electronics products that represent the best available choice for quality, performance, design, and service, and its logo is a mark of excellence denoting the best possible investment for technology buyers. The award first appeared in CNET's Computer Shopper magazine.

CNET Editors' Choice winners are recognized as top products in their respective technology categories, and contribute to the standard by which all future products are judged. A key selection requirement is the difference it makes in the lives of its users, whether through innovative features, exceptional value for the price, remarkable ease of use, or a demonstrable boost to users' productivity.

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. STOPzilla is also extremely easy to use and includes functions for deleting cookies and history making it a very well rounded privacy suite.

"We are very excited about this honor from CNET as their Editors' Choice award has become the hallmark of technology quality and innovation, and its logo is a symbol consumers know and trust," said Scott De Sapio, President of STOPzilla. "This is an exceptional achievement and we are very proud to be recognized for our dedication and commitment to producing the highest quality products available today."

For information on STOPzilla and the CNET Editors' Choice award, please visit www.cnet.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 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.

