

# Ad-Aware®

## Internet Security

## Quick Guide

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Thank you for your interest in Ad-Aware. This guide will give you a brief overview of our new version of the world's most trusted anti-malware – downloaded over 400 million times worldwide.

## Overview

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- Pricing:**
- Ad-Aware is available as Free, Pro, and Total Security versions
    - **Free:** *Anti-virus and anti-malware included* – Still free, with no strings attached
    - **Pro:** \$29.95 (single user) / \$39.95 (3-users) / \$49.95 (5-users)
    - **Total Security:** \$49.95 (single user) / \$59.95 (3-users) / \$69.95 (5-users)
  - 30 Day Free Trial Available
  - Discounts available for renewals and government/non-profit organizations
  - All versions include continuous pulse updates throughout the license duration.

**Availability:** [www.lavasoft.com](http://www.lavasoft.com)

## Getting Started with Ad-Aware

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Ad-Aware is easy to download and install:

1. Download the file
2. Follow the installation instructions
3. In order to set up Ad-Watch, you will need to restart your PC
4. To start the program, just double click the Ad-Aware icon or click **Start**, then select **Program > Lavasoft > Ad-Aware**
5. Your Ad-Aware has been pre-configured to make scanning and cleaning as easy as possible. Lavasoft SmartSet provides settings for scans and recommended actions for found infections. You can, however, change these settings and customize the program to fit your individual needs.

## What's New

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With this new version of Ad-Aware, we have focused on our core consumer needs, by providing advanced threat protection for Free and Pro – including anti-virus, anti-spyware, and anti-malware - with new, innovative detection technologies for maximum protection against emerging cyber threats, as well as those threats that have not yet been created. For more details on the new Lavasoft detection technologies, please view the document with the same name, included in the press pack.

For a complete feature list for the Free, Pro and Total Security versions of Ad-Aware, please visit [http://www.lavasoft.com/download\\_and\\_buy/product\\_comparison\\_chart.php](http://www.lavasoft.com/download_and_buy/product_comparison_chart.php)

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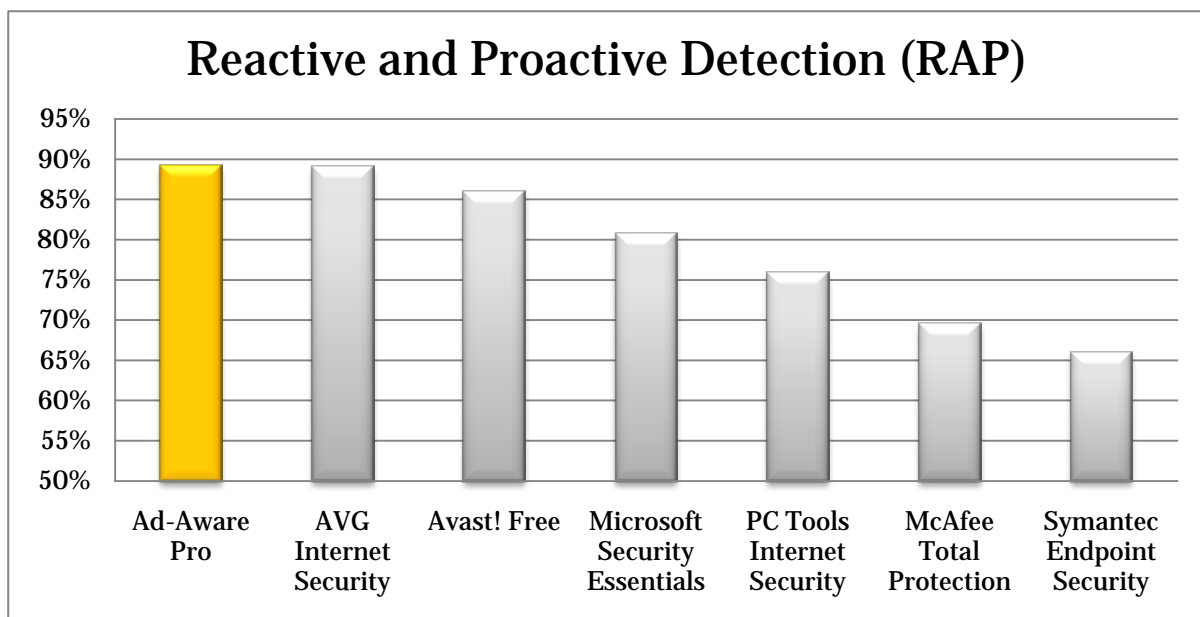
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### Highlights

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Ad-Aware recently received Virus Bulletin's esteemed VB100 award. Virus Bulletin performs extensive testing on popular security products on the market today. The test review covers a range of criteria, including detection rates, design and usability, and performance. Ad-Aware achieved one of the top results for malware detection.

Every day, there is a flood of new malware emerging across the globe. Virus Bulletin's RAP testing measures a product's reactive and proactive detection abilities against these threats – and puts the product's heuristics and generic techniques to the test. Ad-Aware out-performed the vast majority of software tested, as results below show.



For more details on the results from these tests, please view the "Performance Challenge", included in the press pack.

### Additional Resources

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**Online Help:** Video tutorials, answers to FAQ's, and access to your technical support account can be found in the Support Center at [www.lavasoft.com/support/supportcenter/](http://www.lavasoft.com/support/supportcenter/)

**User Guide:** The Ad-Aware manual can be accessed by clicking **Help** in the program, or by visiting our website at: [http://www.lavasoft.com/support/supportcenter/product\\_manuals.php](http://www.lavasoft.com/support/supportcenter/product_manuals.php)

### Contact Us

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Should you have any questions during the review process, please don't hesitate to contact us:

Lina Nielsen, Lavasoft AB  
[press@lavasoft.com](mailto:press@lavasoft.com)