



## PRESS RELEASE

### **Avira and takeMS enter strategic partnership for more safety**

**Avira AntiVir 90 days free on all takeMS MEM drives.**

Breisach, Tettwang, February 11<sup>th</sup>, 2009 – Fast, sure and available: Especially working life demands mobility. takeMS has the fitting memory solution to meet every requirement, ranging from working memory to groundbreaking flash and USB products. Thanks to the cooperation with anti-virus software provider Avira, takeMS clients will experience additional safety: In addition to the “Carry it Easy +Plus” software all takeMS MEM drives now include an Avira application for downloading the evaluation version of the approved anti-virus software AntiVir Premium during 90 days for free.

Rainer Witzgall, Avira Executive Vice President, is glad about cooperating with the German memory producer: “Dangers coming from the Internet are on the increase. Especially people using mobile memories should not neglect the aspects of IT safety. The risk of transporting malware through mobile memory unknowingly from one computer to another is high,” explains the IT safety specialist. “takeMS is the perfect partner since we have a lot in common: both companies have confirmed experience in their main business, offer process-aimed, modern solutions and their international trend is at growth.”

Edmund Dägele, CEO and President of the takeMS International AG adds that: “Nowadays security is considered being highly important. Therefore we do not only want to provide our customers reliable

memory products but also ample added value. With Avira we now have an experienced IT security specialist on our side.”

The Avira AntiVir Premium anti-virus software offers important safety and comfort functions and makes the use of the Internet safer and more comfortable. The Premium security-pack includes next to a fast and resource-saving virus scanner also protection from ad- and spy-ware, dialers and phishing-attacks. Avira AntiVir Personal Edition Premium detects and removes root kits, provides all-around safety for the e-mail traffic and has always up-to-date protection from attackers. The software moreover includes additional functions like a Web Guard that analyses http-based Internet pages, detects infections and automatically blocks malware-URL. After the 90 days the Avira AntiVir Premium anti-virus protection is available online for € 19.95 at Avira’s online shop on <http://www.avira.com/en/onlineshop/index.html> and in stores.

### **About takeMS**

takeMS international AG is one of the leading manufacturers of memory products world-wide. In more than 50 countries the name takeMS stands for highest quality standards and a convincing price performance ratio. takeMS has settled the demanding German quality guidelines as its standard. With its millionfold sold products takeMS has received the highest honour a company can receive: the confidence of its long standing customers. Additionally numerous national and international awards for takeMS products confirm the high requirement of this young company. The conviction in its products allows takeMS to grant a 10 years warranty on memory modules, 5 years on its innovative flash and USB products and 2 years on hard drives, digital frames and navigation systems.

### **About Avira**

Avira is one worldwide leading provider for self-developed safety solutions for professional and private use. With more than twenty years of experience the business is among the pioneers of that sector. Avira

has several branches in Germany and strong partnerships in Europe, Asia and America. Being a major regional employer, Avira has more than 180 employees in the central office in Tettngang near Lake Constance. Worldwide, there are roughly 250 people active and their commitment has been repeatedly confirmed through several awards. Avira AntiVir Personal is a significant safety contribution that is already being used by millions of private users. Among national and international customers figure notable quoted companies, educational institutions and public contractees. Apart from protecting the virtual environment Avira also acts for more protection and safety in the real world by supporting the Auerbach Foundation. The Auerbach Foundation was created by the founder of Avira and fosters public and social projects as much as arts, culture and science.

**Once this press release is published, please send us a voucher copy.**

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