AVG
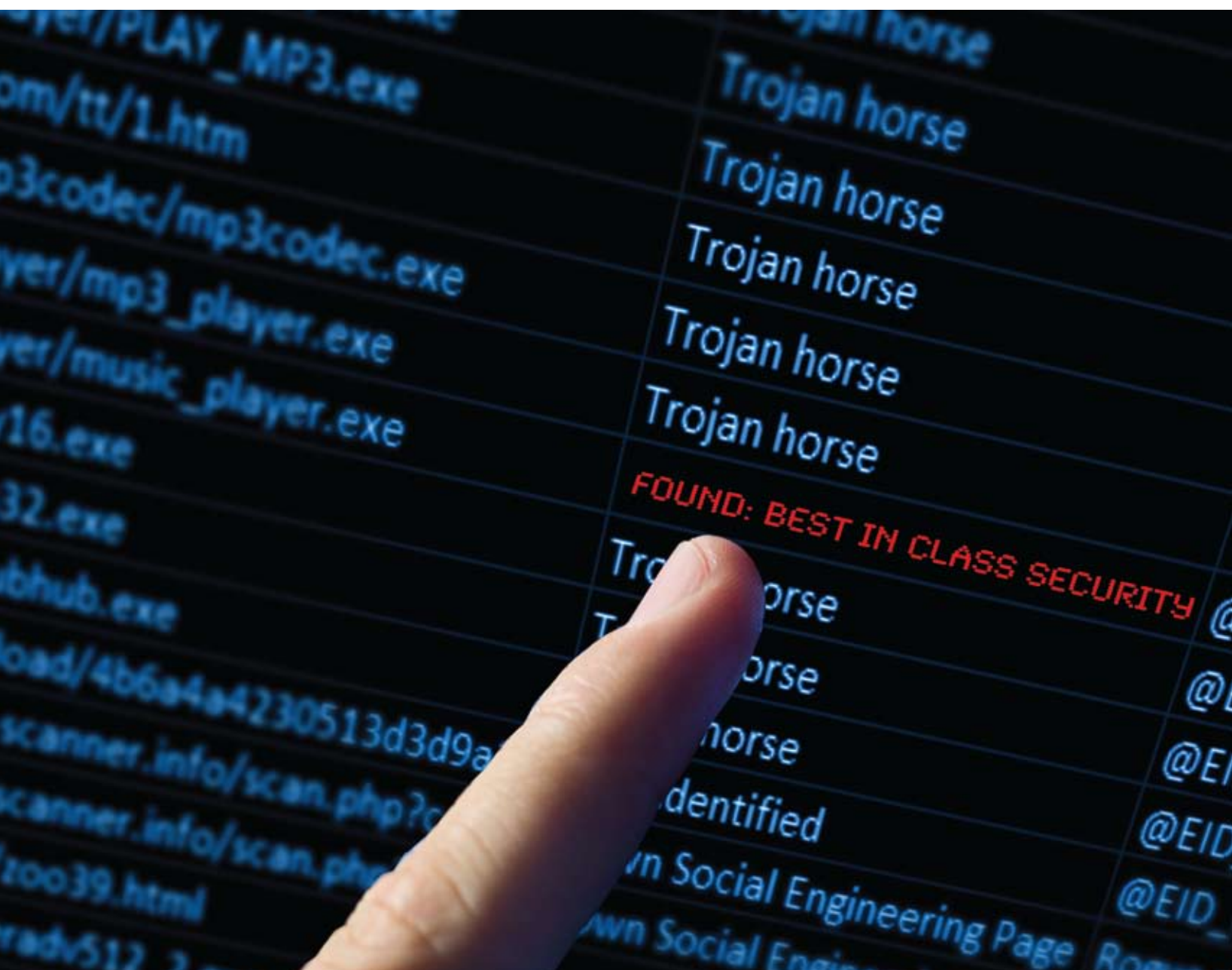
PARTNERING WITH AVG
THE TRUST ALLIANCE PROGRAM

THE TRUST ALLIANCE PROGRAM

AVG Technologies is a global leader in security software, protecting more than 110 million consumers and small business computer users in 170 countries. AVG has a rich history of protecting online engagements of all kinds from the ever growing incidence of web threats, viruses, spam, cyber-scams and hackers.

With more than two decades of experience in combating cyber crime and operating one of the world's most advanced laboratories for detecting, pre-empting and combating web-borne threats from around the globe, AVG delivers rapid-response protection against today's most damaging web threats without getting in the way of everyday computer usage.

AVG's unique mix of technology and research expertise enables it to deliver security solutions right on the heels of the latest threats. AVG is leading the market in delivering state of the art technologies such as behavioural detection, and web defences such as AVG LinkScanner® to ensure best in class protection.

PARTNER WITH US AND STRENGTHEN YOUR OFFER

AVG extends this expertise to your business helping you build layered security solutions designed for today's digital world. Technology ISVs, social media, e-commerce, and online gaming companies, as well as ISPs and OEMs all benefit from our partner program and our technology solutions.

Technology Partner solutions
Extending partners value proposition by bringing significant new features to an existing portfolio. Current partners include Cisco, VeriSign, and Microsoft.

Service Provider solutions
Deliver added value to customers through a strong security offering. Current partners include Virgin, Kaseya and EarthLink.

OEM Partnership solutions
Create single branded total solutions that integrate AVG technologies behind the scenes. Current partners include Limewire, GFI and WatchGuard.

BENEFITS OF PARTNERING WITH AVG

Integrating this award-winning software will help you develop and grow a stronger, more loyal customer base. Customers' personal assets will be safer, thanks to the extra layer of security from AVG.

Here's why:

✔ Best-in-class detection of known and unknown malware

✔ Dedicated GSA account management

✔ Business Development Support is available

✔ Account Opportunity Mapping

✔ Joint Solution Development

✔ Special 24/7 Expert technical support

✔ Combined marketing and messaging

AVG'S SOLUTIONS

AVG offers the following solutions to grow your business, protect your customers, and help you with your security issues:

AVG ANTI-VIRUS ENGINE

Whether you are looking to enhance your existing security product or expand the features of your portfolio, AVG has the solution to help you. AVG Anti-Virus engine offers exceptional scalability for all types of companies from retail, small offices and small business to the largest corporations and service providers.

HOW IT WORKS

Embed AVG's anti-virus technology into your products in two ways:

- Through the AVG Software Developer Kit (SDK) which works as a linked library providing signature-based content scanning. Installation and updates are done by your application. You will also have the ability to mask the technology vendor (renaming files).

- Through the Application Programming Interface (API) provided by AVG's Anti-Virus which relieves you from handling scanner and virus database updates in the client application.

Both solutions give you access to the same scanning engine and virus databases used by AVG.

WHAT YOU GET

✔ Award-winning anti-malware technology for detection and removal of viruses, Trojans, spyware and adware

✔ Regular updates of the Anti-Virus database

✔ Scalable solution
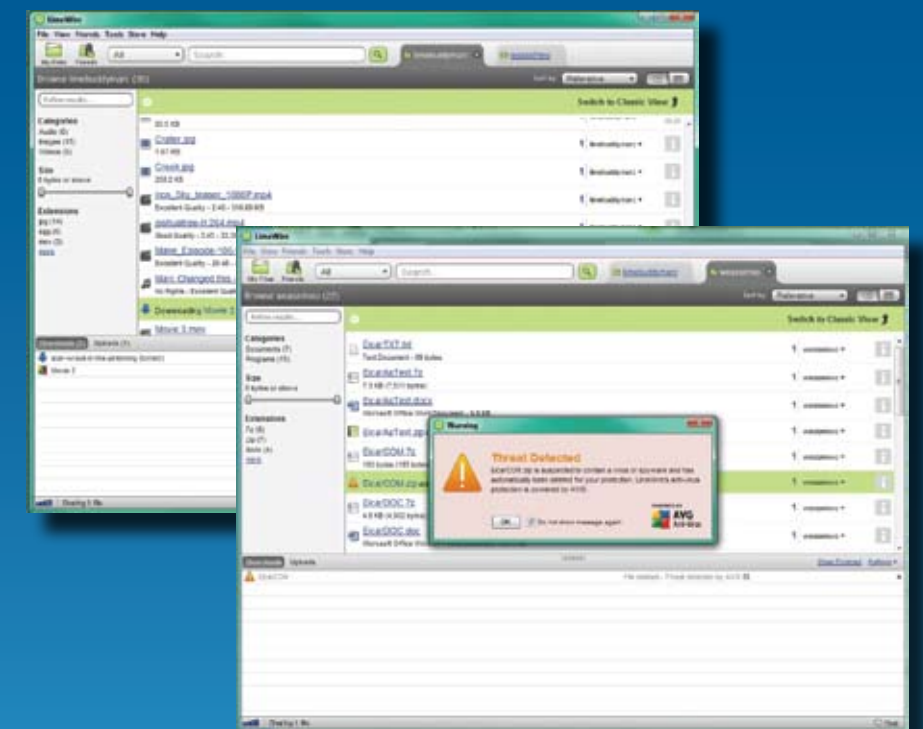
✔ Expert technical support 24/7

A CASE STUDY:
AVG AND LIMEWIRE PARTNERSHIP TO DELIVER VIRUS-FREE DOWNLOADS TO END USERS

Background
Limewire is the leading freeware provider of P2P networking applications. By Partnering with AVG, Limewire has greatly reduced users' exposure to malicious content.

The solution
Limewire integrated the AVG Anti-Virus SDK engine into their premium product. Through this partnership all files are scanned before Limewire will allow them to play or execute on an end user's computer. This prevents infected files from harming machines.

AVG BEHAVIOURAL ENGINE

The AVG behavioural engine is a different kind of protection that goes way beyond typical anti-virus solutions. Rather than trying to identify thousands of new viruses while customers are online, it looks for unusual events on a customer's PC.

This behavioural analysis approach monitors the way programs interact with each other on a PC. And if something unexpected happens, the rogue program and all of its support cast are removed.

Because of where we sit on the machine and because of what we see, the AVG behaviour engine can detect and remove threats before there has been ANY impact. Regardless of how the threat arrived (browser, USB drive, email, P2P file sharing), we protect the system, the data and the user's identity.

- Works with any anti-virus or security suite

- Protects private information from hacker thieves

- Works in the background – with no interruptions for scans, signatures or updates

- Fast, quiet, efficient – and always up to date!

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AVG DATA FEED SOLUTION

HOW IT WORKS

AVG threat data is available for integration into any partner's products to safeguard users from visiting malicious sites. The AVG Web Threat Data Feed delivers real-time information on malicious URLs. The data feed includes information about the detected malware and associated risk and will ensure visibility into recent threats such as malware attacks, rootkits, and vectors, as well as sites from which malware is propagating.

The web activity of more than 40 million worldwide users is collected and assimilated as it happens. This dynamic data stream powers The Feed, making it a must-have for the true detection of real threats on the web.

Along with up-to-the-minute data, The Feed is backed by deep research intelligence, constantly probing the relationship between malicious URLs and emerging threats. Led by Chief Research Officer Roger Thompson, a team of threat experts brings true innovation to the analysis and assimilation of data.

WHO IS IT FOR?

The AVG Data Feed solution is best for security companies, search companies, online advertisers, social media sites, banks, financial institutions and ID theft companies.
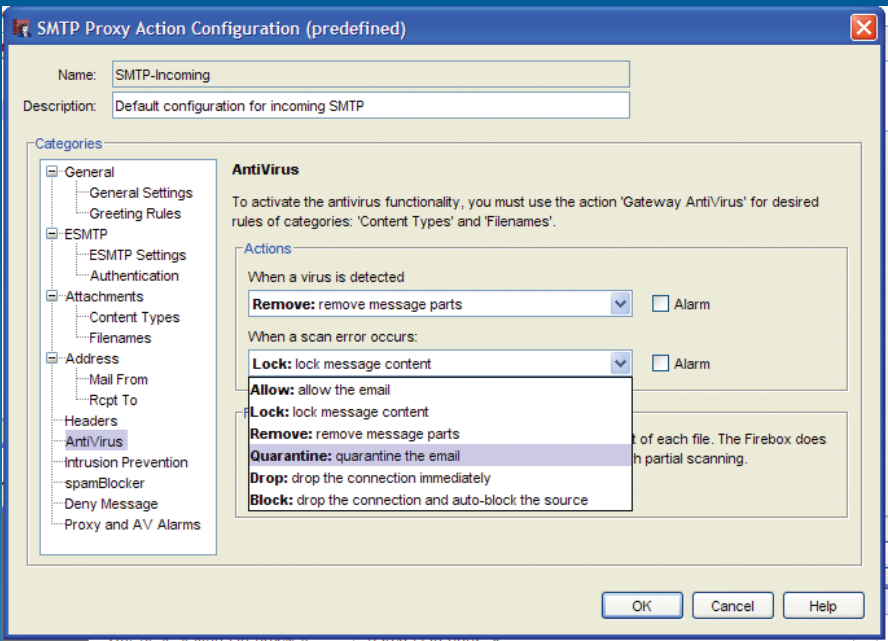
WHAT YOU GET

The real-time data feed can be used:

✔ To increase the intelligence of gateways

✔ For content filtering tools to prevent infections to single systems or entire networks

✔ As executables to build signatures

✔ As executables to block from execution in white and black lists

✔ As data aggregators to help companies be more cognisant of real-time threats

BUILDING THE TRUST ALLIANCE PROGRAM

AVG AND WATCHGUARD PARTNERSHIP

"Viruses and other forms of malware are among the leading causes of lost data, corrupted PCs, damaged applications, and loss of productivity. WatchGuard selected AVG so that our customers would have a no-compromise gateway anti-virus solution to best protect their networks, applications and data."

Tim Helming,
Director of Product Management,
WatchGuard Technologies

Getting started is just a step away. For more information please contact our Global Strategic Alliances team at GSA@AVG.com

AVG 2.0 WEB PROTECTION

In response to the evolving nature of web threats and increasing number of customers in social media networks, AVG has developed advanced technology for protection against Web 2.0 security risks.

Partners can leverage patented AVG LinkScanner@ technology, as well as the AVG web protection SDK for a truly state-of-the-art defence system.

HOW IT WORKS

The AVG web protection SDK provides a linked library that can scan real time web content for threats. The hosting application provides streamed content from emails, http or https communications. After scanning the content, the SDK replies with the findings.

AVG Active Search-Shield contains a blacklist of websites which are known to be dangerous. When searching Google, Yahoo!, Yandex, Bing or Baidu, all results of the search are checked against this list and a verdict icon is shown. Additionally, if customers type an address directly into the browser, or select a link on any website or in an e-mail, it is checked automatically and blocked if necessary.

AVG Active Surf-Shield scans the contents of the websites customers are visiting, regardless of the website's address. Even if a website is not detected by Search-Shield (for example when a new malicious website is created, or a previously clean website now contains some malware), it will be detected and blocked by AVG Active Surf-Shield once customers try to visit it. As the AVG Active Surf-Shield scans the HTTP and HTTPS traffic, it works regardless of the browser used.

AVG LinkScanner is the same technology that powers the AVG Toolbar, which provides real time malware protection as the user accesses web pages.

BUILDING THE TRUST ALLIANCE PROGRAM

VERISIGN® AND AVG PARTNERSHIP THROUGH AVG TOOLBAR

Background
Over the last 5 years, password stealing and online account take-over had a significant impact on the banking, financial, and ecommerce community. Institutions have incurred untold losses mounting exhaustive operational efforts to retain customer satisfaction and financial remuneration.

The Solution

AVG and VeriSign have partnered to deliver a much needed layer in the fight against online fraud. Through the partnership, AVG will embed the VeriSign® Identity Protection (VIP) credential in its award winning consumer and small business portfolio through the AVG Toolbar.

With over 110M customers worldwide already choosing AVG as their preferred desktop security solution, VIP will provide critical support in escalating the adoption and strength of a solution to combat online fraud. Embedded within every AVG product will be a VIP credential that can be enabled through a series of quick and simple steps providing consumers a seamless user experience when logging into VIP protected web sites.

Image is example only.

The AVG / VeriSign solution delivers:

✔ One click activation of two-factor authentication from the AVG Web Browser Toolbar to prevent fraud from password stealing malware and account take over attacks

✔ Site aware intelligence to help the user bind VIP credentials to the visited site

✔ Detection and removal of Advanced Malware that may be on the system

✔ Classification of the safety of websites to help consumers identify risks during search

To see where the VIP credential can be used, go to https://idprotect.verisign.com/wheretouse.v

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SPECIAL PROJECTS

A CASE STUDY: VIRGIN DIGITAL HELP AND AVG PARTNERSHIP

A DEDICATED SOLUTION TO SUPPORT THE LAUNCH OF A NEW BRAND

Virgin Digital Help is a new consumer support service recently launched by Virgin Group, designed to provide technical expertise, tools and support for home PCs and related technology.

AVG and Virgin Digital Help have collaborated to include an anti-virus tool within the free Digital Helper application to help ensure users have adequate layers of protection in place. This includes recommendations to secure their PC with AVG Free anti-virus solution or to add AVG's LinkScanner web security and Identity Protection solutions.

Additionally, AVG and Virgin Digital Help have included AVG's flagship consumer solution, AVG Internet Security, into Virgin Digital Help available support subscriptions. This ensures that along with on demand technical support, Virgin Digital Help customers also have the highest level of security provided by AVG available on their PCs.

AVG's unique range of free and more advanced subscription products aligned perfectly with Virgin Digital Help's combination of free and paid support services. Now Virgin Digital Help has the flexibility to offer increased value to all of their customers.

The AVG / Virgin Digital Help solution delivers:

✔ AVG security assessment and recommendations tool is included in free Virgin Digital Helper application

✔ Flexible free and paid options for basic to advanced internet security available to all Virgin Digital Help customers

✔ Flagship product AVG Internet Security subscription is included in Virgin Digital Help service subscriptions

GSA Global Strategic Alliance

More security means more business.

AVG brings a new layer of innovation to partner offerings.
And getting started is a just a step away.

For more information, contact our
Global Strategic Alliances team at GSA@AVG.com

AVG