

Kaspersky Lab announces new partnership with DVS Soft Ltd

Partnership offers latest antivirus technology bundled with backup solutions at Comet stores

Didcot, XX July 2009 – Kaspersky Lab announces a new partnership with DVS Soft Ltd to supply Kaspersky® Internet Security 2010 and DVS Backup as a bundled package through Comet stores in the UK. The combination of both products is designed to offer maximum protection against malicious Cybercrime attacks and accidental data loss.

Kaspersky® Internet Security 2010, which was launched on 1st July, is the brand new version of Kaspersky Lab's flagship consumer security product and offers a number of exciting new features including Safe Run (a 'sandbox' function that allows software to be downloaded and tested in a quarantined environment) and URL Advisor (which provides a visible indicator if a web site they are about to enter is safe, dangerous or suspicious). It is based on the very latest developments in security technologies and offers the most comprehensive protection.

Malcolm Tuck, Managing Director of Kaspersky Lab UK, commented: "We are delighted to be working with DVS Soft. It is an ideal partnership as DVS Backup dovetails well with Kaspersky® Internet Security 2010 to offer consumers protection from the two biggest causes of data loss – Cybercrime attacks and accidental loss.

DVS Soft Ltd launched its secure, automated, online backup solutions for all types and size of business, earlier this year. The Home Edition is now on sale with Kaspersky® Internet Security 2010 at retail store Comet, throughout the UK.

Bill McCormick, Managing Director of the DVS group said: "It is a great boost to be able to be part of something positive in business today, with ongoing potential. Having a partnership with a major company, Kaspersky Lab, significantly increases our visibility in the market place. Kaspersky Lab has tested our backup solution and there is clearly a mutual benefit to both companies and customers in selling both products as a bundle.

” David Sweet, founder and Technical Director of the **DVS** group, said “Staying ahead in the software industry takes courage, belief and backing by good investors, so that we can keep developing products specifically designed to meet our customer’s needs. **Kaspersky Lab** realized the need and marketability of our ‘Set it, Save it, Forget it’ user friendly online backup, packaged with its own product making this a very exciting project.”

About Kaspersky Lab

Kaspersky Lab delivers the world’s most immediate protection against IT security threats, including viruses, spyware, crime-ware, hackers, phishing, and spam. Kaspersky Lab products provide superior detection rates and the industry’s fastest outbreak response time for home users, SMBs, large enterprises and the mobile computing environment. Kaspersky technology is also used worldwide inside the products and services of the industry’s leading IT security solution providers. For further information, please visit www.kaspersky.co.uk. For the latest on antivirus, anti-spyware, anti-spam and other IT security issues and trends, please visit www.viruslist.com.

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