

Data Drive Thru Announces Availability of Anti-Malware Software PC Armor

*Complete Desktop Solution Prevents, Detects and Eliminates Malware Threats
and Reverses Infections*

DALLAS. – January 26, 2009 – Data Drive Thru, Inc. today announced the general availability of anti-malware software PC Armor™. The product is now available in a retail box configuration or as a download from a secure Web server.

PC Armor monitors all programs and activities at the PC kernel level and paralyzes any activity or behavior that might compromise the security of the PC. The PC Armor suite also includes RG Crawler™ which features a comprehensive 'blacklist' of all URLs (web sites) containing malware on the Internet, and RG Guard™ a lightweight browser plug-in enhancement that helps prevent malware infections by proactively warning individuals of danger while they browse the web. PC Armor does not need to know about a virus or malware ahead of time to protect the PC – unlike traditional antivirus offerings. PC Armor's underlying algorithm-based engines are licensed exclusively from Silicon Valley software startup Robot Genius (RG).

According to a recent survey by Gartner, Inc. phishing and malware attacks will remain a lucrative criminal activity and continue to increase through 2009. Advertising networks will be used to deliver up to 30 percent of malware that lands on consumer desktops. Traditional security approaches rely on reactive methods, which protect users only after a new threat has been discovered. PC Armor takes a unique approach by preventing, detecting and eliminating malware with the most advanced behavior-based security technology. PC Armor can detect all malware, even stealth attacks, and it has the ability to reverse any infection, even months after the initial event.

“PC Armor is the most effective solution for identifying and shielding a consumer's computer from all types of malware including viruses and annoying spyware intrusions,” said Paul L. Andrus, founder and chief executive officer at Data Drive Thru. “PC Armor stops malware infections by proactively warning individuals of dangers while browsing, and can stop malware-hijacked processes, in the unlikely event the malware gets in. The PC Armor client constantly monitors the behavior of the Windows kernel and stores important information in an internal database.

“This database allows the system to be restored to earlier configurations, uninstalling any software, malicious or benign, that has gotten on the system,” Andrus added, “No other AntiVirus product can make this restoration claim. PC Armor raises the bar for personal computer security protection”

The Malware Risk

Malware infections are usually a result of users' voluntarily and unknowingly downloading and installing software (executable programs) from the Internet. Malware can also make its way onto a computer via file sharing. The [Microsoft report](#), based on malware data gathered from millions of Windows PCs from around the world; found that Trojan downloaders and droppers were the most prevalent threat to these machines in the first half of 2008. This type of malware made up more than 30 percent of all malware cleaned off of Windows machines during that period. Additionally, Web 2.0 programs such as Facebook and YouTube further expose users to the risk of malware infections.

The effectiveness of PC Armor is tested each day in RG's automated labs. RG crawlers, working in collaboration with a major search engine, find and collect all Windows executables (programs) available on the web. Each is downloaded onto a test machine running PC Armor, which diagnoses whether the program is malicious, and uninstalls the program once the testing is completed. The lab tests tens of thousands of unique programs per day, and has tested millions over time.

The test results, and copies of each program, are stored in terabytes of hard drives kept at the lab. Information about which programs and web sites are dangerous is distributed to users via a browser plugin called RG Guard. RG Crawler is a farm of servers, using algorithms developed by Robot Genius, which automatically tests websites for malware executables that could damage a PC. RG Guard takes the information received from RG Crawler,

integrates it into a user's Internet browser and displays information about the website before the user decides to visit it.

Clint Hughes, Sr. Vice President of Marketing said, "Users love the RG Guard function of seeing colored boxes next to the website listing or search engine listing inside their browser letting them know if a site is safe or not. You can even drill down and see what the bad executables are and where they are located. This is a very exciting and unique feature exclusive to PC Armor. The consumer actually gets three additional layers of protection that are missed by traditional antivirus software packages."

MSRP for subscription-based pricing is \$39.95 for one year of protection. Additional years can be purchased at discounted pricing. A 30-day free trial is also available at www.datadrivethru.com/pcarmor

About Data Drive Thru, Inc.®

Data Drive Thru is the innovator of patented NSTL Technology™ (No Software To Load) that has been first applied to a line of intelligent computer cable products that solve the problem of data transfer between two personal computers/laptops (PCs). Its unique patented technologies automate the process of getting data from one PC to another. Data Drive Thru has also become the voice for millions of average PC users that are searching for easier and faster products that allow them to get the most out of their individual computer experiences. The Company's software products are designed to protect the consumer from personal ID theft and malicious programs designed to infect or damage the PC. Its products are designed with the average PC user in mind. Part of the company's intellectual property is in its "connection to the people" that provides direct consumer feedback and market testing programs to create a unique knowledge and vision for this growing and powerful PC buyer group. Data Drive Thru's global headquarters are in Dallas, Texas.

About Robot Genius, Inc.

Robot Genius, Inc. creates behavior-based technology that locates, identifies and protects against various forms of malware. Its products include RGcrawler data, the most comprehensive 'blacklist' of all URLs which contain malware; RGguard, a lightweight browser plug-in enhancement that works in tandem with the RGcrawler data; and Spyberus, a behavior-based anti-malware desktop security client. Robot Genius is headquartered in Oakland, California.

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