

Press Release
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Super Ad Blocker protects relevance of Web Searches

Super Ad Blocker blocks sponsored search ads on Google, Yahoo, MSN and all major search engines to keep searches relevant

EUGENE, OR (Sept 30, 2004) – SuperAdBlocker.com, a Pacific Northwest developer of state-of-the-art ad-blocking solutions, announces a major update to its award winning Super Ad Blocker application. This innovative product now protects users searching the web by blocking sponsored search results that often confuse users and provide non-relevant results.

“It’s hard enough to find what you are looking for when searching the web without being misled by search results which appear relevant, but really lead to unrelated products and websites.” said Nick Skrepetos, founder of SuperAdBlocker.com. “Most users do not realize they are clicking on links that are not relevant because search engines often disguise and combine the sponsored search results with other non-sponsored relevant content.”

Users now have a choice. This unique feature of Super Ad Blocker will remove sponsored search ads on Google, MSN, Yahoo and over 20 other popular search engines and websites. This option may be turned on or off at the user’s discretion.

Super Ad Blocker is designed to complement the Windows XP SP2 ad-blocker which only blocks basic pop-up ads, but will do nothing to stop the Flash, Rich Media and Spyware/Adware ads. Super Ad Blocker blocks all new forms of annoying advertising including Flash, Rich Media, Fly-in, Slide-in, as well as the standard pop-up, pop-under, spyware/adware and desktop messenger ads. Super Ad Blocker will also block over 50 of the most dangerous spyware/adware applications.

The product offers a fully functional 30-day free trial which users may download directly from www.superadblocker.com. Super Ad Blocker is not advertising supported and contains no spyware, adware or other harmful software.

Super Ad Blocker is priced at \$29.95 and includes updates for one year. Super Ad Blocker is available for download from www.superadblocker.com. Super Ad Blocker supports Windows 98, 98SE, ME, 2000 and XP.

About SuperAdBlocker.com

Founded in 2004, SuperAdBlocker.com is led by Nick Skrepetos who was the founder of Panicware, Inc. and creator of the popular Pop-Up Stopper series of products. SuperAdBlocker.com focuses strictly on superior ad-blocking products that are designed to handle all types of advertising – now and in the future.

Contact SuperAdBlocker.com by e-mail at info@superadblocker.com

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