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## O&O Defrag 10: The most popular Defragmentation program is still the leader in Retail

**The Windows-program, O&O Defrag, defragments the hard disk and re-attaches fragmented files back into their original form. By doing so it allows your expensive PC hardware to easily regain its original performance. The Berlin-based company, O&O Software not only makes its program available for purchase on the Internet, but positions it in retail outlets and with specialized dealers as well. It's in those areas especially, that O&O Defrag leaves the competition far behind.**

Berlin, February 18, 2008 – O&O Software develops programs for improving system performance, securing and recovering data, and for administration. The programs can be used by private individuals, but are also available in special editions for large and small businesses. Along with marketing on the Internet, O&O Software supplies the retail market and offers its own programs to specialized dealers as well. For years it's been concentrating on these markets, across the board, in order to satisfy the growing demands coming from these sectors.

The most widely-sold product available from O&O Software is its defragmentation program, O&O Defrag 10. It's also managed to secure a leading position on the German market and leaves the competition far behind. In the words of Managing Director, Frank Alperstädt: "For many years, hundreds of thousands of consumers have been using the program at home. In addition, there are ten thousand corporate clients. That's remarkable given that the defragmentation sector in Germany is so strongly competitive."

O&O Software is working on expanding its own distribution network in the retail sector even further. Contracts have been signed recently with Trade UP Distribution and Actebis Peacock, which now allow these dealer networks to be supplied immediately.

It is also important for O&O Software to concentrate on partners already directly involved with the selling of Windows programs. 700 new partners were attracted in this way during the past six months alone. They are now zeroing in to help satisfy the business sector's growing demand for all the data recovery, data imaging and system maintenance programs available from O&O Software.

### **About O&O Software**

O&O Software GmbH has been developing "Tools for Windows" since 1997. Customers include home users, SMEs, public institutions and global business groups. These tools are effectually sold directly and by using our partner network and are available in more than 50 countries. The product portfolio includes applications for performance optimization, system administration, data restoration and the secure deletion of data. O&O products have been judged as technologically leading in numerous tests. You can find more information and free trial versions of all products on our website. O&O's products include O&O BlueCon, O&O CleverCache, O&O Defrag, O&O DiskImage, O&O DiskRecovery, O&O DiskStat, O&O DriveLED, O&O FormatRecovery, O&O MediaRecovery, O&O RescueBox, O&O SafeErase, O&O ToolBox and O&O UnErase.

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