
World premier: PC Lifecycle is released

Berlin, Germany und Bellevue, Washington, USA, March 03, 2009 – O&O Software, located in Berlin, Germany, is proud to announce the release of a brand new product emerging from an exceptional collaboration with the software publisher Laplink Inc., based in Bellevue, USA. Their product, PC Lifecycle 2009, is the result of combining the best of both companies' technological expertise.

O&O Software is the leading developer in technologies for defragmentation and has published multiple award-winning solutions in the areas of defragmentation, data security and secure data deletion. Laplink focuses, among other things, on data transfer and data synchronization, and contributes its own award-winning products to this special package.

PC Lifecycle "knows" the problems that arise after the purchase of a PC. The pleasure related to having new and naturally faster technology starts to fade when the following questions start being asked: how can data and programs installed on an old PC be transferred onto the new one? How can the old settings be transferred? And how can data be securely deleted from the old computer before it's given away? Doing these things used to take a lot of time and energy, and required no small amount of technical finesse. Thanks to PC Lifecycle, there's now an effective and easy to operate assistant to help the user in all phases of a PC's life: because, as its name describes, PC Lifecycle really does cover the entire range of a PC's life cycle:

- Transfer the functionality and personality of an old PC to a new one.

- Keep a new PC in sync with other PCs in the home or office.

- Protect data and operating system from PC failures.

- Keep a new PC running as fast it was on the very first day it was used.

- Ensure that data from a PC is securely and permanently deleted.

First presentation at CeBIT 2009

Anyone interested in having a closer look, may do so at the combined stand of O&O Software and Laplink at CeBIT 2009. Live presentations are possible at Stand B46 in Hall 11.

In the words of Andreas Blaeser, E-Commerce Manager at O&O, "We are very happy to announce this international cooperation, and are proud to have such a renowned company as Laplink for a partner. We hope to gain a great deal, and are excited to be broadening our presence on the US market in this way".

"We are excited to have the opportunity to continue building upon the Laplink and O&O partnership," said Emir Aboulhosn, Laplink VP Global Marketing Communications. "By bundling PCmover and PCsync to world-class products from O&O we are able to provide PC users with a solution that most people will recognize as being essential for PC ownership."

Individual programs included

PC lifecycle is composed of five individual products.

PCmover

PCmover is a fast and convenient software solution for computer to computer data migration. This high performance application transfers selected files, settings and programs

from an older computer to a newer one, without the risk of overwriting. The migration does not have any influence over the content of the old computer.

PCsync

PCsync is a file management program that ensures quick, simple and automated file transfer and synchronization between computers. Users of several computers – under Vista, Windows XP and 2000 – can securely access files and folders by using PCsync, and synchronize them very easily.

Defrag

O&O Defrag 11 protects your computer from fragmentation and merges all file fragments efficiently and very quickly. Background defragmentation provides automatic protection from heavy fragmentation. For the first time ever, it's possible to defragment hard disks and partitions as well as folders and files by simply right-clicking.

DiskImage

O&O DiskImage 3 Professional Edition provides all the important functions for quickly and easily creating images of data as well as for restoring them if data is lost. The Start CD, included in delivery, is based on the current Windows version and enables you to create data images even on non-functioning operating systems.

SafeErase

O&O SafeErase 3 is the solution for securely deleting sensible files from hard disks. Unauthorized third-parties wanting to restore deleted data will not stand a chance against O&O SafeErase 3. It not only deletes files, but annihilates them with the help of recognized and recommended methods.

Prices and availability

Customers can receive further information about PC Lifecycle by visiting [www. Pclifecycle.com](http://www.Pclifecycle.com) and can also order the product in our online shop. The recommended retail price for a single license of PC Lifestyle is USD 99.95. All the products included in the bundle: PCmover, PCSynch, Defrag, DiskImage, and SafeErase are also available individually at a total price of over USD 200.00

About Laplink

Laplink Software is recognized as one of the most successful companies developing technologies related to file transfer, data synchronization, and remote access. Laplink has been providing customers around the world with its innovative, interconnection technology since 1983. The applications from Laplink are easy to use, secure, and very cost-effective. In offices as well as in homes, they are extremely useful for providing remote access, remote support, file sharing, data transfer, and for synchronizing data between multiple systems. Laplink is a privately-held enterprise that has received investment capital from Microsoft. Its headquarters is located in the state of Washington, with additional branches in Canada, Germany, and England helping to manage its worldwide operations.

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 Enterprise Management Console, O&O FormatRecovery, O&O MediaRecovery, O&O PartitionManager, O&O RescueBox, O&O SafeErase, O&O ToolBox, O&O UnErase.

Press Contact

Andrea Strehsov

O&O Software GmbH, Am Borsigturm 48, 13507 Berlin, Germany

Tel.: +49 (0)30 4303 4303, Fax: +49 (0)30 4303 4399

E-mail: press@oo-software.com

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