

BOFFER TO GIVE MEMBERS FREE ANTI-HACKER SOFTWARE

Discount e-tailer Boffer.co.uk is set to give away a free copy of AS Anti-Hacker software to each of its 75,000 members.

American-based Availasoft has launched the promotion with Boffer as part of its strategy to raise the profile and Brand Awareness of its award-winning product in the UK.

The software retails in the USA at \$59.99 and is designed for home and business users to comprehensively protect their important internet activities including internet banking, online transactions, e-mail applications, file transfers and data communications.

The complete solution includes Active Protect, Insecure Website Detection Loop, Password Entry Protection Gate, Computer Cleaning, Quick System Scan, Full System Scan, Auto-Update and Security Tools.

IT entrepreneur Shaf Rasul, who invested in Boffer to support the owners' growth objectives, said: "Avialasoft approached the owners of boffer because they wanted a fun and hip ecommerce company to help them launch its product in the UK.

"We are delighted to be able to partner with them in this exciting product promotion which will protect our members and give them greater security when shopping and working online."

Boffer sells only one product a day, which is sourced from bankrupt and excess stock, at a bargain price. The offer goes live at midnight and remains on the website till all stock is sold or until 23.59 the following evening.

Products regularly sold on the popular site - which is now the 1500th busiest in the UK and receives 30,000 hits every night - include laptops, iPods, digital cameras and LCD televisions.

Rasul added: "Consumers trends show that people are now avoiding the high street and doing their shopping online in a bid to tackle the effects of the credit crunch.

"Since its launch in September Boffer has captured the imagination of the online consumers through its diverse product range and knock-down bargain prices.

"We offer high-street products at a fraction of the high-street price and people looking for a better deal should make Boffer their number one online shopping site."

The promotion will be available to anyone who is a registered member before 11.59 February 14th 2009.

The Free software will be available to all registered boffer members at 11.59pm on Friday 14th February.No Purchase Necessary.

Issued by Beattie Communications (www.beattiegroupp.com) on behalf of Boffer Limited.

PRESS RELEASE