



## **New iolo Website Offers Quicker Route to Most-Sought Info**

*Faster navigation and new, streamlined home page reflect iolo's "speed& performance" message, enhance user experience*

Los Angeles, CA (Vocus) April 9, 2008 -- iolo technologies, Los Angeles-based manufacturer of the top-selling [PC Tune-up software System Mechanic](#)®, has launched a [redesigned web site](#) featuring upgrades to its home page and global navigation.

The new site reflects iolo's role as the leader in PC Tune-up software, and offers iolo's millions of worldwide users a clearer path to popular site resources.

CEO Noah Rowles says, "Much of iolo's success derives from the fact that we pay close attention to what our customers tell us. Based on ongoing customer collaboration, we've taken a look at our key marketing tool, our web site, and have redesigned it to reflect how our users intuitively seek important information such as product data, knowledgebase articles, and other popular resources."

Site content is organized in customer-driven categories, with faster, more visible shortcuts to products, customer care, and company information and, central to iolo's marketing strategy, free fully functional trial product downloads.

"Our customers frequently report that what convinced them to choose iolo was the fact that instead of merely offering trial products with limited functions, we allow anyone to use our products without cost or functional limitation for 30 days to prove that they're making the right choice when purchasing. They tell us that it instills faith in them that we're confident enough to let the quality of our software speak for itself," says Rowles.

E-Commerce Manager Peter Losh concurs, "Our goal is to guide customers directly to the information they need. Since only a handful of pages are responsible for most of our site traffic, we're making it easier to find those pages."

The most-sought information on iolo.com resides in product detail and resource pages for [System Mechanic](#) and [System Mechanic Pro](#), iolo's award-winning PC care utilities. System Mechanic is a dedicated PC Tune-up product, while System Mechanic Pro adds professional-level data protection, military-grade data wiping, as well as other security tools, including antivirus and powerful firewall protection from an ever-evolving series of internet threats, including hackers and identity thieves.

### **ABOUT PC TUNE-UP**

PC Tune-up refers to a category of products that maintain a computer system in peak running condition. All computers slow down with use as their owners install and uninstall software, add and delete files, and perform normal activities that typically leave file remnants, fragmented drives, registry conflicts, and errors that impair performance.

Although Microsoft Windows has long included basic utilities aimed at clearing such junk files and organizing the hard drive, premium PC Tune-up utilities such as System Mechanic go beyond these standard programs to



offer performance results close to the level of a brand new PC.

iolo technologies, which has focused on PC Tune-up for nearly a decade, has emerged as the industry leader in this rapidly growing software category.

#### ABOUT IOLO TECHNOLOGIES

[iolo technologies](#) is a privately held firm specializing in PC Tune-up. The Los Angeles-based company also develops award-winning security utilities, which it integrates into the professional version of System Mechanic. iolo products are carried in over 15,000 retail stores worldwide and are also available from all major e-tailers, by mail order, and from a host of international distributors and resellers.

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**Online Web 2.0 Version**

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