

February 10, 2010

KASPERSKY LAB NAMED PC.COM TOP 10 POWER BRAND OF THE YEAR 2009 AND VOTED BEST ANTI VIRUS SOFTWARE

Independent panel of judges and readers agree on the brand's dominance and appeal

Kuala Lumpur, February 10, 2010 – Kaspersky Lab, a leading developer of secure content management solutions, has been named one of the Top 10 Power Brands by PC.com, a Malaysian ICT magazine. It was also voted 'Best Antivirus Software' by readers of the magazine.



**Best Anti-Virus Solution
of The Year 2009**

**Top 10 Power Brand
of The Year 2009**

The PC.com Power Brand award is given to brands that are considered top players in all categories and are a favorite of many users. Candidates for the Top 10 Power Brands are selected based on leadership in the industry based on market share, the growth of the brand compared to the industry as a whole, thought leadership, brand recall and corporate citizenry among other criteria, before being voted on by a panel of independent judges.

Currently Kaspersky Lab holds approximately 50% of the personal information technology software market in Malaysia and is looking to increase its share of market in 2010. The brand offers wide-ranging protection against all forms of threats such as viruses, spyware, hackers and spam. It protects over 300 millions systems globally ranging from work, home and mobile users.



According to Ms Gun Suk Ling, the Managing Director of Kaspersky Lab, South East Asia, the awards reflects users' confidence in the brand.

"It was a tough climb to becoming the leading Malaysian brand for consumer information security solutions but we have made it, thanks to the confidence and trust of users across all segments from individual home users to large corporations," Ms Gun said.

She added that being voted 'Best Antivirus Software' by readers was proof that the brand had succeeded in winning both the minds and hearts of the Malaysian users.



(From L-R)

Mr. Selva Rajan
Publisher of PC.com Magazine

Ms. Gun Suk Ling
Managing Director of Kaspersky Lab (SEA)

"At the end of the day a brand is only as strong as the support it receives from its customers, and we are proud to say that Malaysian users are among the most supportive of our brand across the entire South East Asian region. We deeply appreciate their support and their votes, nominating us as their best anti-virus solution," said Ms Gun.

According to Mr. Selva Rajan, publisher of PC.com magazine Kaspersky Lab's growth in the Malaysian market has been phenomenal in light of the economic downturn in 2008 and 2009.

"Kaspersky Lab has achieved growth and increased their market share during a time when other anti virus vendors have been struggling. They have introduced industry defining, quality products at price points that consumers are willing to pay for even during tough times, and have succeeded in creating high recall for their brand, making them a natural choice to receive PC.com's Top 10 Power Brand Award," Mr.Selva Rajan explained.



Kaspersky Lab introduced Kaspersky Internet Security 2010 in July 2009 to offer even better protection against cyber threats with incomparable on-line safety whilst protecting files, music and photos from hackers.

Last year, Kaspersky Lab launched the K-Klub online user community to provide a forum for passionate Kaspersky users to share their user experience, interests and exchange ideas while interacting with other Kaspersky fans.

About Kaspersky Lab

Kaspersky Lab delivers the world's most immediate protection against IT security threats, including viruses, spyware, crimeware, hackers, phishing, and spam. Kaspersky Lab is one of the top four vendors of information security solutions in the world. The company's products and technologies are used by over 300million people worldwide; its technology is licensed by leading security vendors globally. The Kaspersky Lab group of companies is headquartered in Moscow, has five regional divisions including Southeast Asia and numerous local offices throughout the world. You can learn more about Kaspersky Lab by visiting www.kaspersky-sea.com. For the latest on anti-virus, anti-spyware, anti-spam and other IT security issues and trends, please visit www.viruslist.com.

To know more about Kaspersky latest news, events and activities, please join Kaspersky Friends and Fan Klub, visit www.kklub.net.

For media enquiry:-	<p>Samuel Tan About Communication Sdn Bhd Tel: 03.8075.6000 Mobile: +6012.635.8443 E-mail: samuel.tan@aboutcom.com.my</p> <p>Alvin Woon About Communication Sdn Bhd Tel: 03.8075.6000 Mobile: +6012.566.4010 E-mail: alvin.woon@aboutcom.com.my</p>	<p>Jesmond Chang Corporation Communications Tel: 03.7958.3545 Mobile: +6016.688.5866 E-mail: jesmond.chang@kasperskyasia.com</p>
---------------------	---	--

Should you have any enquiry, please don't hesitate to contact us at pr@kaspersky-sea.com.

© 2009 Kaspersky Lab. The information contained herein is subject to change without notice. The only warranties for Kaspersky Lab products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Kaspersky Lab shall not be liable for technical or editorial errors or omissions contained herein.

