



WinRAR Chooses SwiftCD to Meet Demand for Essential New Shareware Release

ATLANTA, GA -- **SwiftCD (www.SwiftCD.com)** has been selected by **win.rar GmbH (www.win-rar.com)** for the manufacturing and fulfillment of the new *WinRAR Shareware CD* release. As the creators of one of the world's most popular file compression tools *WinRAR*, the company recognized SwiftCD as the best choice to meet the demands of one of the world's most recognizable shareware titles.

"The *WinRAR Shareware CD* is a significant and essential new release from WinRAR -- the first project of its kind in the software market -- and we're extremely pleased to be able to utilize the unique services of SwiftCD in order to fulfill customer demand," comments **Öncül Kaya**, Managing Director for WinRAR. "Thanks to SwiftCD, each CD will reach our customers quickly, securely, and strategically on an on-demand basis, without the need for mass manufacturing or warehousing."

The new *WinRAR Shareware CD* is the perfect add-on to any user's existing *WinRAR* license, and comes with a host of benefits and features (as well as the added security of a hard copy on disc). Instead of just receiving the registration key file via e-mail, *WinRAR* users will now receive a personalized registration key for *WinRAR* on CD -- along with assorted top shareware titles worth more than \$150 in savings. In addition to *WinRAR*, the CD also includes twenty other award-winning shareware titles, as well as discounts from between 15 and 45 percent on the purchase price of each, so that the CD acts as a sort of virtual collection of coupons for some of the web's top-rated shareware. Available titles on each CD include such notable releases as: *Kaspersky Anti-Virus*, *Bitdefender Professional Plus*, *Spyware Doctor*, *ACDSee*, *FolderMatch*, *FolderClone*, *Firetrust Mailwasher Pro*, *Privacy Guardian*, *Registry Mechanic*, *Remote Administrator*, *Outpost Personal Firewall Pro*, *Printfolder Pro*, *Spam Monitor*, and many more.

"We're privileged to have been chosen for manufacturing and worldwide customer fulfillment on this exciting new release from *WinRAR* -- and to facilitate delivery using our unique on-demand technology," comments **Jason Foodman**, CEO of SwiftCD.com. "The *WinRAR Shareware CD* includes titles and discounts from some of the industry's leaders in award-winning shareware, and SwiftCD is committed to making sure *WinRAR* customers get these important titles as quickly and easily as possible."

The *WinRAR* Shareware CD is available now, to purchase *WinRAR* or the *WinRAR Shareware CD*, please visit <http://www.win-rar.com/sharewarecd.html> for more information as well as for a complete list of available software titles.

About SwiftCD

A division of DigitalSwift Corporation, SwiftCD (www.SwiftCD.com) is the leader in manufacturing and fulfilling on-demand, dynamic and build-to-order CDs and DVDs.

SwiftCD.com continues to grow at an exponential rate, thanks to its introduction of the patent-pending 'on-demand', built-to-order manufacturing concept into the world of downloadable software and music -- a concept it combines with a highly effective and attractive "pay as you go" business model. SwiftCD's physical delivery concept is providing companies with a more cost-effective way to get their software and media to customers -- and is actually giving them a brand-new revenue source, to boot.

Every CD at SwiftCD is individually produced to order with custom label and contents, and SwiftCD handles all aspects of order fulfillment including online tracking, reporting and customer service to perfection.

For more general information or background materials on SwiftCD.com, please contact publicist Angela Mitchell at Amitchell@swiftcd.com, or call **(904) 982-8043** -- or visit www.SwiftCD.com.

About *WinRAR* and win.rar GmbH

WinRAR is a powerful yet highly flexible compression tool with a variety of integrated additional functions to help users organize and manage their compressed archives. Utilizing superior compression technology, *WinRAR* offers smaller, faster, and more secure archives, and supports all popular compression formats including RAR, ZIP, CAB, ARJ, LZA and many more. Thanks to the complete archiving solutions offered by *WinRAR*, users can save on time, money, and valuable disc space just when they need them most.

WinRAR is just one of the host of quality products available from win.rar GmbH, the official publisher for *WinRAR* and RARLAB products since February 2002. The company is dedicated to offering the highest level of quality support to its customers, and to constantly improving its software according to their needs and feedback.

The *WinRAR Shareware CD* is another example of how win.rar GmbH leads the way in both technology and innovative marketing. In the future, the company plans to build on the *Shareware CD* project and further expand its marketing activities and network of partners. For more information on *WinRAR* or win.rar GmbH, or RARLAB products, please visit www.win-rar.com.

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