



PCSecurityShield
Complete Internet Security

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PCSecurityShield Adds Marketing Pro to Team
Matt Cohen joins PCSecurityShield as new Marketing Manager

BOCA RATON, FL — PCSecurityShield (www.PCSecurityShield.com) announces that it has hired a notable new addition to its team: **Matt Cohen**, who joins the staff in the position of Marketing Manager.

As Marketing Manager, Cohen's main priorities will include overseeing PCSecurityShield's ad-network sales and marketing strategy, and working to drive traffic to PCSecurityShield's websites to increase sales of its popular software products.

"We're privileged to add Matt Cohen to the PCSecurityShield team," comments **Arthur Frischman**, President of PCSecurityShield. "Matt's new position with our company capitalizes on his extensive experience with media and marketing, as well as on his impressive knowledge in the software and technology markets."

Prior to joining PCSecurityShield, Cohen's career included key positions in sales and marketing with **Niutech LLC (TheUseful.com)**, **Innovation Ads**, and **Rail Europe Group**. In these previous positions, Cohen worked in a variety of account management and marketing capacities, managing media and marketing opportunities and company visibility as well as increasing sales. Among the many tasks he accomplished in these positions, Cohen worked frequently with affiliate and online networks to drive traffic to promotional websites, negotiated optimum rates on CPA, CPM, and CPC pricing models, managed Account and Publisher Operations to assist with client relations. In a sales capacity, he also managed clients, generated leads, managed personnel, designed brochures, and analyzed data. He also managed media buys, and monitored advertising, planning, and promotions, as well.

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Cohen adds, "I'm very excited to join the PC Security Shield team, and look forward to using my industry experience and contacts to help market the great suite of products PCSecurityShield has to offer."

About PCSecurityShield

With a reputation for excellence and dependability, PCSecurityShield, Inc. offers a full line of downloadable security software products and unique e-Commerce solutions. Along with its flagship product, *The Shield Antivirus*, PCSecurityShield offers a line of eight superb security products that protect the average consumer from today's online threats. Featuring low-cost and easy-to-install software solutions, PCSecurityShield's products offer a viable, affordable solution to computer security.

For more information on Matt Cohen or the PCSecurityShield team, or to inquire about where to purchase *Security Shield 2007*, please visit PCSecurityShield at www.PCsecurityshield.com. Inquiries from specialist distributors and VARs interested in reselling *Security Shield 2007* are also welcome.

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