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Contact: Angela Mitchell
904.982.8043
Angela@PCSecurityShield.com or Paramitch@aol.com



Yugster™ Launches VideoYug!

Informative and entertaining new companion videos allow users to preview Daily Offers, get tech help, and more

BOCA RATON, FL — One of the web's most popular e-commerce websites, **Yugster.com** (www.Yugster.com) has already proven addictive for thousands of online shoppers seeking out the best daily deals on the web. Now, in addition to its popular and constantly changing Daily Offers, Yugster will also be incorporating a brand-new feature into its website: **The VideoYug**.

With the slogan, "Great Deals, Yugly Prices," Yugster.com brings a distinct personality and whimsy to thousands of happy member customers everywhere, working under the simple concept of a single, unbeatable deal on a different, surprising (yet superb) product each day. Now, VideoYug will provide Yugster members who are browsing the Daily Offer with a quick, insightful and humorous demonstration of the product and how it works, by PCSecurityShield Marketing Manager **Dan De Oliveira**, as well as, on occasion, Yugster founder **Arthur Frischman** himself. The videos are genuinely entertaining, offering a relaxed, humorous atmosphere while also smoothly showing off each Daily Offer product in less than 90 seconds.

In the site's first VideoYug, for instance, Frischman showed a dry sense of humor while demonstrating the ease and usability of the Logitech Cordless Desktop Keyboard on camera (humorously interrupted by a badly timed call from Mom), as well as the must-have aspects of a Yugster deal priced at nearly half the usual rate for the product.

"In less than a minute, the VideoYug easily demonstrates how easy, user-friendly, and incredibly priced the deals at Yugster really are, with terrific and timely new products that are often a fraction of their in-store purchase prices," comments Yugster founder **Arthur Frischman**. "The VideoYugs also help to put people at ease with the technology, and are a fun and humorous way for us to connect with our thousands of members, and to add a human element to Yugster.com. Best of all, members who view the VideoYugs will also have the opportunity to get their gear signed by the Big Yug himself."



A DIVISION OF PCSECURITYSHIELD: WWW.PCSECURITYSHIELD.COM
7601 N. FEDERAL HIGHWAY, SUITE 200A
• BOCA RATON, FL 33487
• TEL: (561) 994-8184 • FAX: (561) 994-8185

Yugster plans to release at least 100 different VideoYugs in tandem with specific Daily Offers throughout the next 3-6 months, as well as covering such additional topics as Product Reviews, Tech Support, and Yugster. Additional videos encompassing parent company PCSecurityShield's acclaimed line of security software products are also currently in the works as well. With several more VideoYugs ready for launch, Yugster is currently producing additional videos now, with all videos produced in-house via a special studio created just for the filming process.

VideoYugs are just the first steps in a series of expansions for Yugster.com, with more exciting innovations planned throughout 2007. Meanwhile, to view Yugster's very first VideoYug, please visit <http://www.yugster.com/dspPastOffer.aspx?cid=123>.

About Yugster

Every day, **Yugster** offers a single terrific product for sale, at a laughably low price. The site sells as many of the product as it has in stock, then, "when it's done, it's done."

Yugster was created by the founders of **PCSecurityShield**, a company working to bring a line of its easy, dependable, and affordable computer security software products (complete with tech support) to people everywhere. PCSecurityShield is dedicated to stopping so many of the viruses, spyware, adware, and spams that endanger computer users' security and information. (In other words, once buyers are done with the Yugly side of life, they may want to venture over to PCSecurityShield.com to pick up some great deals on antivirus and security software.) PCSecurityShield protects hundreds of thousands of computers from hackers and other dangers, and has been doing so since 2002.

For more information on Yugster.com or PCSecurityShield, please visit www.PCSecurityshield.com. Meanwhile, to set up an interview with founder and Chief Yug **Arthur Frischman**, please contact **Angela Mitchell** at Paramitch@aol.com or Angela@PCsecurityshield.com, (904) 982-8043, or contact him directly at (561) 994-8186.

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