



FOR IMMEDIATE RELEASE – FEBRUARY 26, 2007

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Yugster Brings Online Video to E-Commerce to Showcase Hottest Daily Offers

VideoYugs Describe and Demonstrate Products in Seconds with Ease

DELRAY BEACH, FL — Popular “Deal of the Day” e-commerce leader **Yugster** (www.Yugster.com) has harnessed the power of online video, with dozens of its VideoYug product demos now available online. Famous for its “Great Deals at Yugly Prices,” Yugster is one of the first such e-commerce sites to use video to describe and spotlight its latest daily deals.

“Through our VideoYugs, we’re able to help our customers understand better what they’re buying, with useful videos showcasing the product’s ease, functionality, and cool factor,” comments Yugster founder **Arthur Frischman**. “A VideoYug also serves as a valuable resource after purchase, as a demonstration of product use and installation – perfect for those who might be hesitant about purchasing high-tech gadgets or peripherals.”

Since launch in late December 2006, VideoYugs have been a significant success for the site, with the dozens posted to date garnering high rankings (and thousands of clicks at YouTube) and attracting thousands of new visitors to the Yugster website and community. Thus far, VideoYugs have included demonstrations of such items as a Logitech Cordless Desktop keyboard, a Universal 12V Plug-In Car Charger, iPod Flip Cases and Car Kits, Philips HiFi DJ-Style Headphones, a 12-in-1 Smart Card Reader-Writer -- and dozens more. Yugster produces its VideoYugs in-house, and plans to release hundreds of additional videos on over 90% of all Daily Offers throughout the next several months, as well as covering such additional topics as Product Reviews, Tech Support, and Yugster itself.



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Demonstration videos on parent company PCSecurityShield's acclaimed security software products are also in the works as well. To view Yugster's VideoYugs posted to date, please visit <http://www.yugster.com/dspVideoList.aspx>).

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 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) 243-3248**.

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