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FOR IMMEDIATE RELEASE

PrivatizeMe Changes the Conversation on Ad Blocking

Browse & Search Without Being Tracked

DURHAM, NC – December 2015 – PrivatizeMe (www.privatizeme.com), is launching anti-tracking, safe browsing add-ons that block unwanted tracking by cyber stalkers, hiding user's online activity from prying eyes. PrivatizeMe's add-ons for Firefox and Google Chrome browsers are available today, with add-ons for other browsers to follow soon.

Consumers are constantly being tracked by untrusted websites they visit and their marketing partners including data brokers who generate billions of dollars a year by stalking users and creating profiles. These profiles are used to change content consumers see and change prices on the fly. PrivatizeMe's anti-tracking add-on keeps the user from harmful tracking of their online browsing and search habits and gives the consumer control over their personal data.

Browsing and searching with PrivatizeME: PrivatizeMe offers safe browsing and gives users the ability to browse with being tracked by sites and their third party marketing partners. Users will also have the added benefit of seeing PrivatizeMe's "Cookie Counter" increase as PrivatizeMe traps these unwanted trackers into secure non-sharing silos. These silos and trackers are deleted permanently when the browser is closed. The user controls the browsing experience by choosing which sites to trust and allowing these websites to keep track of their browsing history on that site. PrivatizeMe provides search results obtained from prominent search engines without disclosing user browsing or search history information.

PrivatizeMe versus Ad blockers: The majority of internet users do not have a problem with meaningful and timely advertising that is chosen by trusted websites or directly related to their organic searches. Most ad blockers keep users from seeing ALL advertising, which greatly hurts the bottomline of publishers who rely on the revenue advertising to provide users with free content. PrivatizeMe offers the best of both worlds: it enables the user to see content and advertising aligned with their interests and for publishers to keep providing content - while preventing dangerous tracking and profiling of the users by the site and third parties.

How Tracking Works:

- Websites place their own and 3rd party trackers including those from data brokers/ad platforms
- Data collectors use trackers/user's browsing history to create profiles to sell to other sites
- Trackers lead to the annoying ads that follow users around the net
- Profiles are used to change content consumers see and often higher priced items
- Most websites do not honor "Do Not Track" requests and continue to track consumers habits
- Incognito/private browsing modes keep your browsing history private on your device but allow websites to track you

Why PrivatizeMe:

- PrivatizeMe provides users with Privacy protected tracking free browsing and search
- Users are in control and can select their own trusted sites
- Users Experience browsing as usual
- PrivatizeMe will not share or sell user data

PrivatizeMe is the brainchild of Ajit Pendse, a seasoned entrepreneur and innovator who has turned internet/computing/communication technology concepts into viable products and companies. His experience includes leading startups with successful exits, restructuring companies, and business development with Fortune Global 100 companies. A prolific inventor, he has over twelve patents in data security, IoT, Health technology, VoIP and communications areas. He has been featured in numerous publications including *Wall Street Journal*, *Fortune*, *Business Week* etc. He has a BS in Engineering and a MBA from University of Buffalo (SUNY at Buffalo).

ABOUT PRIVATIZEME:

PrivatizeMe has introduced a new dimension in online data security - protection from cyber stalkers invading your privacy. Our "anti-tracking and anti-profiling" technology enables users to transparently keep their browsing and search private, free from trackers, cookies, targeted phishing/maladvertisements and cyber stalking by untrusted sites – that consumers can try for free. It also disables untrusted sites from collecting or sharing the consumer's profile with their marketing partners. This means the consumer's information is truly private and they can no longer be up-charged or targeted based on their spending, searching or social media behavior by untrusted sites. PrivatizeMe is currently available for download on Google Chrome and Firefox.

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