Press Releases

Newest Version of Snap Secure Mobile Security Suite Makes Managing and Protecting Tablets and Smartphones Easy as a….Snap!

Snap MyLife Reports Dramatic Growth in Paid Android and BlackBerry Subscriptions

PRINCETON, N.J., March 26, 2012 – A significantly enhanced and easier-to-use version of the Snap SecureTM mobile security suite has been introduced by Snap MyLife®, Inc. (www.snapmylifeinc.com).

Snap Secure (formerly SmrtGuard) is a cloud service application that provides a broad range of protection for Android and BlackBerry smartphones and Android tablets, including backing up and restoring data; preventing viruses, spyware and spam; protecting and managing privacy, including notification of unauthorized SIM placement in phone; real-time tracking and location of family members; locating and remotely controlling lost or stolen phones and tablets; and wiping data remotely. The newest version is optimized for consumers, families and small businesses and features a new and simplified navigation.

Smartphone sales have taken off in the U.S. and internationally and are expected to increase dramatically over the next few years. Industry reports cite malware attacks on smartphones are growing by several hundred percent in 2011 over 2010 and rising exponentially.

“We’ve taken a solid mobile protection suite that protects users and their families’ privacy, data and personal security and made it simpler to navigate and use,” said Jiren Parikh, president and CEO, Snap MyLife. “Even before this major upgrade, downloads of Snap Secure have been growing steadily with the month-to-month average number of paid subscriptions increasing by nearly 900 percent since 2011.”

The revamped user interface for both the mobile app and web portal emphasizes simplicity and usability. The fully redesigned BlackBerry and Android mobile apps offer a more fluid activation process. Once installed, users will be able to find and access features more easily and enjoy overall enhanced performance.

The Snap Secure web portal (www.mysnapsecure.com) has a cleaner layout and offers users a more intuitive way to manage settings for their own, family or small business’ devices.

A limited version of Snap Secure is free to download; the full versions offer three pricing plans: $5.99 per month for a single user’s unlimited number of devices; $29.99 for six months for a single user’s unlimited number of devices; or $49.99 per year for a single user’s unlimited number of devices. More information is available online at www.mysnapsecure.com or from the Android marketplace or BlackBerry App World.

About Snap MyLife
Snap MyLife, Inc. is a fast-growing developer of consumer cloud-service applications for mobile devices and other Internet-enabled consumer electronics. Its applications under the Snap™, Snap MyLife®, Snap Sync™, Snap Music™ and Snap Secure™ brands allow consumers to leverage cloud-services with simple, yet powerful applications for content sharing, messaging, editing, streaming, backup and synchronization, as well as device and content security across virtually all consumer electronics device categories. Snap MyLife is headquartered in Princeton, N.J., with offices globally, and is backed by Edison Ventures and Sycamore Ventures. For more information, visit www.snapmylifeinc.com.

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