

## **iolo Celebrates a Decade of PC Tuneup Excellence**

*By iolo technologies*

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*After eight product versions and ten years of refinements, top-selling iolo System Mechanic still wins major industry awards and recognition, and now expands into previously untapped foreign markets.*

This month iolo technologies ( <http://www.iolo.com> ) celebrates a successful first decade in the software business, marked by the recent rapid growth of iolo product sales in new international markets.

Founded in 1998 as a two-person shop developing a single utility for Windows, iolo has been named as a Deloitte & Touche "Fast 50" Los Angeles company for growth for three of the past four years.

"When I founded iolo technologies, I started with a tiny, 700-square foot office, one employee, and a firm belief that hard work and a focused vision would pay off in the end," said Noah T. Rowles, President and CEO of iolo technologies. "I fondly remember personally programming that first version of System Mechanic back in 1998; continuously designing, testing, and fine-tuning methods to get better performance out of my own PC."

System Mechanic ( <http://www.iolo.com/system-mechanic/standard/> ), iolo's flagship product, has earned multiple major awards for quality and innovation, and has evolved into a comprehensive, hugely popular PC tuneup utility that has sold over 21 million copies and is carried in thousands of stores worldwide. It is widely viewed as the standard against which other PC performance products are measured.

In 2007, System Mechanic became the best-selling PC tuneup utility in the United States, Canada, and the United Kingdom, according to NPD Group reports; it has topped the sales charts nearly everywhere it has been introduced.

Having invested heavily in back-end technology and hired key executive management, including the industry veterans behind some of the most successful performance brands, iolo is poised to develop the next generation of PC tuneup software.

Previously offered in English and French, System Mechanic is now being localized in multiple languages. Other iolo products and the iolo corporate web site are also being upgraded to support a multilingual customer base.

### **ABOUT IOLO SYSTEM MECHANIC**

System Mechanic ( <http://www.iolo.com/system-mechanic/standard/> ) is a dedicated PC tuneup utility designed to keep a computer in peak operating condition. The software combines over 40 robust tools in a single console, automatically fixing and speeding up a PC.

While Microsoft Windows includes basic utilities that clean up junk files and organize hard drive space, System Mechanic goes far beyond these simple programs in power and scope, delivering sustained PC performance close to the level of a computer just out of the box.

### **ABOUT IOLO TECHNOLOGIES**

iolo technologies ( <http://www.iolo.com> ), a privately held firm located in Los Angeles, produces

award-winning software that repairs, optimizes, and protects computers running Windows. The iolo product line includes System Mechanic; System Mechanic Professional, a comprehensive suite of PC tuneup and security tools; iolo AntiVirus and iolo Personal Firewall, software for Internet security; Search and Recover, a powerful data recovery tool that helps you recover lost files and photographs; and DriveScrubber, a utility that permanently wipes data from hard drives.

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iolo technologies is a privately held firm based in Los Angeles, California. The company's pc tune-up software has won multiple awards for quality and innovation, and is recognized worldwide for the comprehensive system care they offer to PCs.

Category	Software, Technology, Business
Tags	iolo, iolo technologies, system mechanic, pc tune up, pc, tuneup, tuneup utility, Software, computer
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