



## **TuneUp Wins Shareware Industry People's Choice Award**

*TuneUp Utilities 2009 Named Best Application*

**Boston—August 13, 2009—**[TuneUp](#) today announced that the latest version of its PC optimization software, [TuneUp Utilities 2009](#), has won the [Shareware Industry Awards Foundation](#) (SIAF) People's Choice Award in the Best Application category. Given at the Software Industry Conference on Saturday, July 18 in Boston, Massachusetts, the awards honor the best programs that use the shareware marketing model of try before you buy.

The SIAF People's Choice Award winners were selected by software users around the world that voted for their favorite programs. Voting was open from May 1 to May 31, and was hosted by a variety of popular, consumer software Web sites including *CNET*, *Tucows* and *PC World*.

"We are delighted that TuneUp Utilities 2009 has been so well-received by software users," said Tibor Schiemann, president and managing partner, TuneUp. "This award is proof that our suite of Windows maintenance tools delivers comprehensive, simple and fast PC optimization. We are thankful that so many of our users took the time to vote."

The SIAF People's Choice Awards winners and details on the Shareware Industry Awards are available at [www.sharewareindustryawards.com](http://www.sharewareindustryawards.com).

For additional information about TuneUp, please visit the [corporate Web site](#), the [company's blog](#), or follow it on Twitter at [@tuneup4windows](#).

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### **About TuneUp**

TuneUp, based in Darmstadt, Germany, makes it possible for Windows users to fine-tune their PCs for optimum performance. PCs that are maintained using TuneUp Utilities are less cluttered, and are proven to work faster and be more stable.

The success story began eleven years ago when TuneUp founders Tibor Schiemann and Christoph Laumann developed Germany's first complete package for the optimization of Windows PCs. The program was called "TuneUp 97 – the intelligent tuning tool." Back then, the TuneUp founders considered "intelligent tuning" to be the effective optimization of PCs that takes care of as many of the necessary steps as possible for the user.

Since 2003, TuneUp has been expanding internationally. TuneUp Utilities is currently used by more than 10 million people worldwide, and is now available in English, German, French, Dutch, Spanish, Italian and Polish. End users can find TuneUp Utilities directly on the company's home page ([www.tune-up.com](http://www.tune-up.com)).

Additional press material and graphics can be found at [www.tune-up.com/company/press](http://www.tune-up.com/company/press).



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