

## Essential Desktop Security

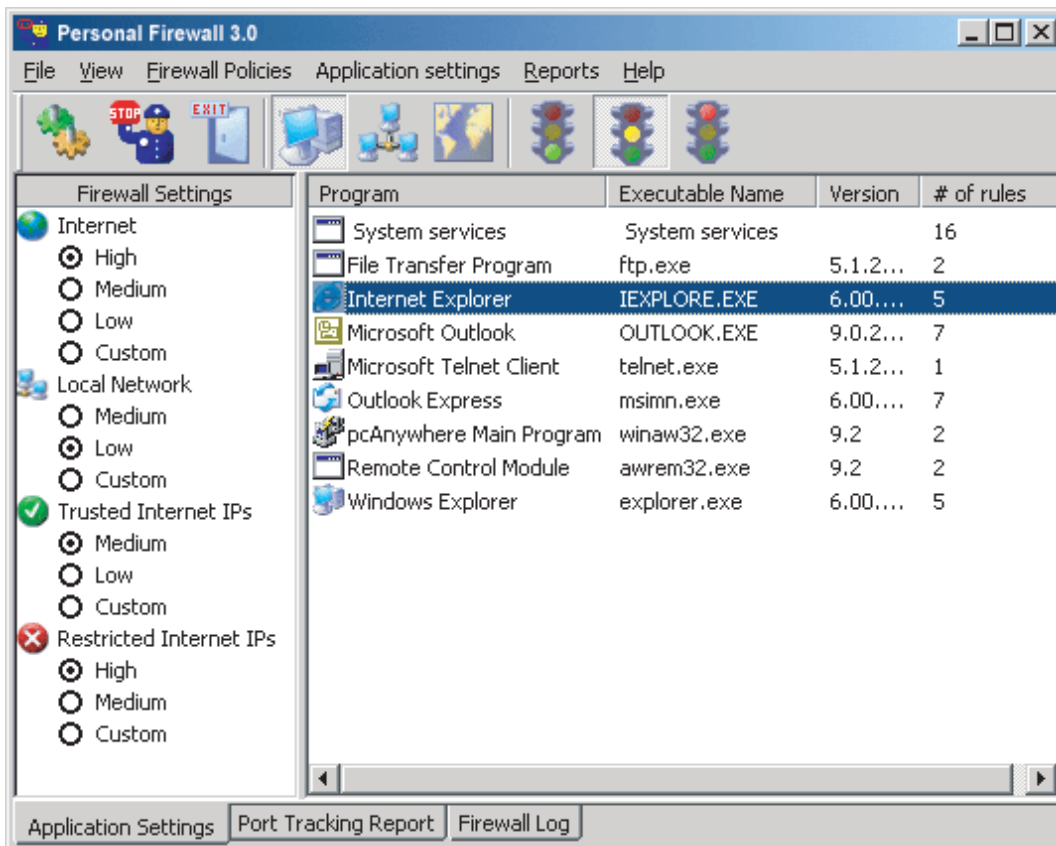
Personal Firewalls have become as pervasive to individual desktops as their more complex network cousins - and just as vital. Connecting to the Internet without one, would be like leaving valuables in a safe without a door. Personal Firewall monitors and allows connections that it knows to be trusted or authorized, preventing spread of worm attacks or theft of data at the desktop level where most of the critical corporate information is created.

Personal Firewall keeps you safe from hackers and other online criminals by eliminating unauthorized access to your PC. Top-rated by reviewers and customers alike, Personal Firewall is simple to use, highly effective, and priced for the value-minded.

## What is Personal Firewall?

Personal Firewall 3.0 is a Personal Firewall and Intrusion Detection Application that eliminates unauthorized access to your PC, at home, the office, or on the road. Personal Firewall also constantly monitors the sensitive areas of a PC where intrusion can occur and reports on their status allowing users to take appropriate action. Personal Firewall is easy to install/use and provides reliable and high-performance protection right "out of the box". Personal Firewall's intuitive interfaces allow advanced users to easily adjust default settings to create custom configurations. Features include: Internet traffic (packet) filtering, port scanning, IP tracking, SecurePOP email protection, and a proprietary Application Control Engine, which monitors all applications that access the Internet to further protect your system against online hacker attempts. Personal Firewall is high-performance desktop security that is affordable, feature-rich and simple to use.

## Key Features & Benefits



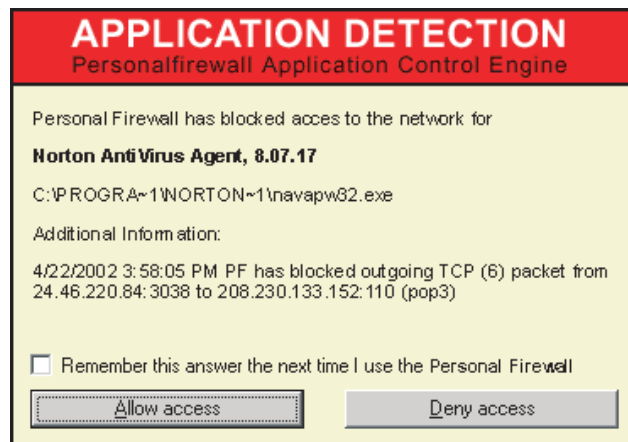
**Enhanced User Interface** - Personal Firewall 3.0 has a new, improved interface that displays firewall settings, application listings, the Port Tracking Report, and Firewall Log all from the main window, providing instant access to important information without navigating through any program menus.

## 1 General -

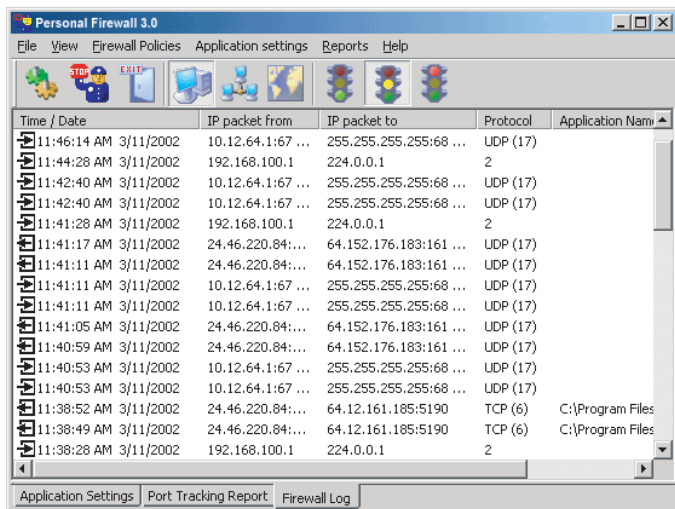
- Personal Firewall application presets deliver indispensable protection right out of the box.
- One-click configuration of security settings for Home, Office, and On the Road profiles eliminate complicated application tuning.
- Personal Firewall conveniently detects local network connections and automatically sets rules allowing access within that network.
- A variety of custom configuration interfaces are easily accessible for advanced users.

## 2 Application Control and Firewall Policy Management -

- The Application Control Engine (ACE) monitors all traffic to and from your PC and prevents trusted applications from being "Hi-Jacked" to steal local or network-accessible files. ACE automatically opens only the ports necessary for Internet access of a particular application, in contrast to most firewalls, which open all ports for trusted applications.
- Control which applications can access the Internet, and whether to permit/block every application with each usage or make permissions permanent.
- Establish custom levels of security for specific "Trusted" and "Restricted" IP Addresses - especially useful different levels of security are required for a specific IP compared to the default "Internet" security level.
- Define application specific or global packet filtering rules that can be applied to incoming, outgoing or bi-directional traffic.



**Application Detection -** By detecting when an application has been altered since last use, ACE guards against Trojans, viruses, and spyware that attempt to masquerade as trusted applications (e.g. OUTLOOK.EXE) and gain entry into your system.



**Firewall Log -** Contains a complete list and detailed information related to all incoming and outgoing packet activity. This is useful for tracking down incoming intrusion attempts to their source.

### System Requirements

Windows 98, ME, 2000, XP Operating System  
 Intel processor (>300 MHz)  
 16 MB minimum RAM  
 5 MB of free disk space

### About Mail-Block

DirectPop Corporation, privately held is the developer of the anti-spam system called VERGL (Verified Embedded Random Generated Link) technology. Developed in 1997 VERGL powers Mail-Block now and then. Users are rejoicing in spam free email accounts around the world.

### To learn more about Mail-Block

Visit our Web site at <http://www.mail-block.com/whyitworks/whyitworks.htm> or contact [media@directpop.net](mailto:media@directpop.net)

## 3 Security & Reporting -

### Comprehensive Alert/Attack Information and Reports -

Automatically displays pop-up alerts, which include detailed information related to all incoming or outgoing packet activity.

**Internet Traffic (Packet) Filtering Security Level Control -** Allows simple adjustment of security levels (i.e., Green, Yellow, and Red light) depending on the amount of protection required.

**Port tracking and reporting -** Tracks all ports to prohibit unauthorized port scanning or any other type of intrusion. Generates detailed reports on all port scan attempts and displays instantaneous on-screen alerts.

**Stealth Mode -** Personal Firewall provides control over the openings to a user's computer. By "cloaking" the computer's IP address, the PC becomes invisible to the Internet and potential intruders thereby reducing the risk of intrusion or attack.

**SecurePOPTM email protection -** Personal Firewall protects all POP3 email (such as Outlook and Outlook Express) with a proprietary combination of technologies including SSL (Secure Socket Layer Encryption).

**"Non-Standard" packet filtering -** Personal Firewall blocks non-standard (non-winsock) outgoing packets that are commonly used by hackers to gain access to your system.

### Contact Information

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