



Omar Ha-Redeye

The IRS is My Homeboy!

1 message

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Wed, Mar 9, 2011 at 1:40 PM



FOR IMMEDIATE RELEASE

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WEBROOT READY TO HELP TAXPAYERS**SEND SOME LOVE TO THE IRS****Company Calls on Consumers to Show Tax Workers****the Appreciation They So Richly Deserve**

March 7, 2011, Boulder, CO – In honor of Tax Day this year, Internet security company Webroot® is offering taxpayers nationwide the unique chance to send a little love to the IRS along with their tax returns. To take part in Webroot's free "Get on the IRS's Good Side" promotion, consumers simply visit www.webroottaxlove.com. Along with the opportunity to download Webroot Antivirus with Spy Sweeper® 2011 (SRP: \$34.95), customers are invited to add a little sugar to their 2010 return by choosing one or all of the following options to participate (no purchase necessary):

1. **Send a Flower** – Show their appreciation to the IRS for their hard work by adding a flower and their name (optional) to a giant bouquet that will be delivered on Tax Day, Monday, April 18, 2011 to IRS commissioner Douglas H. Shulman.
2. **IRS Appreciation Stamps** – Let the IRS know how much their dedication is appreciated by using a specially-designed “love stamp” to mail in tax forms.
3. **“Like” The IRS on Facebook** – Thank them for their time this tax season using the ultimate social media forum.

Designed to keep tax filers safe and secure during the preparation of tax forms – or any other paperwork -- Webroot Antivirus with Spy Sweeper is the ultimate tax season protection. It provides multi-layered protection against threats and intrusions. It is rated the most effective antivirus protection by respected third party reviewers. It also safeguards your privacy and personal information by blocking programs from gathering your private information.

“Everyone wants to be appreciated at work and, as tax season approached this year, it occurred to us that possibly the least appreciated workers in America might be found at the IRS,” said Chris Benham, chief marketing officer at Webroot. “We thought an outpouring of love from American taxpayers might be just what they need to get them through the dog days of April. The “Get on the IRS’s Good Side” campaign is a win-win for taxpayers, too – safety, security and a little tongue-in-cheek fun to go along with the pain of paying.”

For more information, or to participate in getting on the IRS’s good side, interested consumers can visit www.webroottaxlove.com.

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