



Auslogics Launches Fan Shop with Logo Merchandise for Fans

Auslogics Software has launched the Auslogics Fan Shop – an online store selling official logo merchandise for the company's fans and supporters.



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2012 – Auslogics Software Pty. Ltd., a leading publisher of popular PC optimization and maintenance utilities, has just launched an online store carrying logo merchandise intended for the company's fans and supporters. The Auslogics Fan Shop opens with several exclusive t-shirt designs sporting the Auslogics Disk Defrag name or logo. Auslogics Disk Defrag being the company's most popular software application with over 11 million users worldwide explains this application being selected for the store opening products.

Year 2012 has been a productive one for the company, marked with the launch of 2 new software applications – Disk Defrag Pro and BitRelica, as well as growth of the company's Facebook community to over 11000 followers. Besides constant work on improving software products, Auslogics has implemented some internal improvements intended to ensure higher customer satisfaction. The resulting growth of the company's customer base and fan community is cited by the company as the main reason behind the idea for launching a fan shop.

"We have been asked by our customers quite a few times whether we would ever offer Auslogics logo merchandise," says Anna Lind, the company's PR Representative. "We will never get tired of repeating that Auslogics sincerely loves its fans; and it is very gratifying to know that this feeling is mutual and our supporters are willing to wear our logo as an endorsement of Auslogics' software."

Auslogics opens the Fan Shop with an announcement that the first 10 customers to place an order from the shop will be getting a free 1-year license for the company's flagship PC optimization product – Auslogics BoostSpeed 5. The newly opened store offers several payment options, including PayPal and Amazon, a number of shipping options for domestic and international delivery, and 100% satisfaction guarantee. The store can be accessed at <http://www.cafepress.com/Auslogics>.

For images or review samples please contact jessica@klassociates.com

Company background:

Founded in 2008, Auslogics Software develops a wide range of computer optimization and security tools for personal and business use, including virus and spyware protection, disk cleanup and defragmentation, registry maintenance, Internet speed-up and emergency file recovery.

The company's flagship product, Auslogics BoostSpeed, includes 18 tools designed to speed up Windows-based computers by keeping them running smooth and error-free. The company's business product, Auslogics OnCluster, goes one step further, making maintaining corporate PC network easy and cost-effective.

Software from Auslogics is used by over 10,000,000 people worldwide and is the tool of choice of many IT and computer manufacturing companies, like Sony VAIO, in the US and other countries. Auslogics Disk Defrag was named the best disk defragmentation tool on CNET and other resources.