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INTRODUCING TECH SENTRY

THREE-FACTOR AUTHENTICATION

Malware that gets installed without user knowledge is only one of two attack vectors used by hackers. The other is getting user passwords through brute force or social engineering. The State of South Carolina, Target, Adobe and Sony are among those who have suffered the hackers' wrath. There may never be a way to stop attackers from stealing passwords, but now for the first time, there is a way to make sure they can't use them to harm their victims.

Introducing Tech Sentry Authentication, the industry's first three-factor authentication system, designed to even the playing field between users and lawless hackers.



With Tech Sentry Authentication, hackers have no hope of gaining access, because Tech Sentry verifies that logins are coming from an authorized computer. Since a new computer must be registered for authentication, Tech Sentry will automatically block unregistered computers from accessing the company's information. This means that even if a hacker has stolen a username and password, they cannot gain access from their computer.

Tech Sentry Authentication is available now for PC Matic MSP and PC Matic Pro users. Upon trying to gain illegitimate access to PC Matic Pro, a hacker will be prompted to download a digitally signed Tech Sentry Authentication application. Once they install the software, only the stolen user credentials will match, but since the GUID,

location and IP address will not, the hacker will be denied access.

What's more, since the hacker installed the Tech Sentry Authentication application and agreed to the EULA, IT administrators have the ability to fight back and render the hacker's device inoperable. Once cyber criminals realize the repercussions of trying to illicit information protected by Tech Sentry Authentication, they will stop hacking websites that use it.

Tech Sentry Authentication is available now, through PC Matic MSP and PC Matic Pro, and will soon be available as a Wordpress plugin for noncommercial purposes. Once that happens, it may become available as a standalone product to improve the security of any website.

Learn more at www.techsentry.com.





RECENT EVENTS

NMSDC Conference/Fair

► August 2015

Virginia Beach, USA

NMSDC Conference/Fair

► September 2015

Connecticut, USA

VB2015

► September 2015

Prague, Czech Republic

NMSDC Conference/Fair

► October 2015

San Diego, USA

AMTSO Member Meeting

► October 2015

Innsbruck, Austria

MSP World

► October 2015

Las Vegas, Nevada

CULTIVATING RELATIONSHIPS

NATIONAL MINORITY SUPPLIER DEVELOPMENT COUNCIL

In June of this year, after passing a meticulous inspection of our business practices and the ethnicity of CEO and majority shareholder Rob Cheng, PC Pitstop was awarded minority status by the National Minority Supplier Development Council (NMSDC). PC Pitstop continues to be the only security software provider that has been awarded this minority status by the NMSDC.

As we are presented with more chances to share our products with other NMSDC members, the exclusivity of this status continues to bear fruitful opportunities for PC Pitstop. This became even more evident at this year's NMSDC Conference and Business Opportunity Fair in San Diego, California,

where PC Pitstop CEO Rob Cheng, along with other members the PC Pitstop team, joined more than 6,000 other corporate CEOs, procurement executives and supplier diversity professionals from the top multinational companies, as well as leading Asian, Black, Hispanic and Native American business owners and international organizations.

We look forward to cultivating relationships further through our NMSDC membership, and continuing to provide large enterprise companies with the most comprehensive whitelist security and maintenance program available, [PC Matic Pro](#).

A RECORD BREAKING QUARTER

Q3 FINANCIAL RESULTS A BEST FOR PC PITSTOP

There is an exciting trend of growth at PC Pitstop; not only in size, but in revenue. TV sales continue to be strong and our B2B sales are growing each month.

We are proud to announce that with a total income of \$3.7 million and a net income of \$1.2 million, Q3 of 2015 broke the record for the highest quarterly revenue in PC Pitstop's history.

| | Q1-2015 | Q2-2015 | Q3-2015 |
|--------------------|---------|---------|---------|
| Total Income | \$3.2M | \$3.1M | \$3.7M |
| Cost of Goods Sold | \$0.2M | \$0.2M | \$0.3M |
| Gross Profit | \$2.9M | \$2.9M | \$3.4M |
| Total Expenses | \$2.2M | \$1.9M | \$2.3M |
| Net Income | \$0.7M | \$1.0M | \$1.2M |

| | Q1-2014 | Q2-2014 | Q3-2014 |
|--------------------|---------|---------|---------|
| Total Income | \$2.0M | \$2.8M | \$3.6M |
| Cost of Goods Sold | \$0.1M | \$0.2M | \$0.3M |
| Gross Profit | \$1.8M | \$2.6M | \$3.3M |
| Total Expenses | \$1.4M | \$1.8M | \$2.4M |
| Net Income | \$0.4M | \$0.8M | \$0.9M |

NEW TV ADS

PROMOTING OUR PRODUCTS & ESTABLISHING OUR BRAND

We began advertising PC Matic on television in the United States in January 2010. PC Matic sales took off due to a direct relationship with Fox News that we began in October 2010. During the 2012 presidential election between Barack Obama and Mitt Romney, we worried that we would not be able to purchase space on Fox News at favorable rates, however that was not the case. Presidential elections, and other elections, we have learned, focus their advertising on local buys in battleground states. Since we purchase nationally, we were unaffected.

Unfortunately this presidential cycle is a different story. Since there are several well-funded Republican candidates, many of the contenders are advertising nationally on Fox News. Historically, during summer months, PC Pitstop has enjoyed high clearance rates and lower prices. That was not the case this summer, and it has adversely affected our advertising costs and growth rates.

We believe, as the number of Republican candidates dwindles and we get closer to election time, candidates will focus their marketing plans on the early primary states such as Iowa, New Hampshire and South Carolina. This will allow us to increase our television ad clearance and get a lower rate on Fox News.

We have also learned a valuable lesson, and we are expanding our marketing plans so that changes in the nation's politics will not affect PC Pitstop's performance. We have found incredible success advertising on cable news (Fox News, CNN, MSNBC, CNBC, Headline News, Weather Channel, etc), but we are working with our partners to broaden our reach without sacrificing our advertising efficiency. No matter what, we are committed to new creatives and continually searching for new ways to deliver our message; that American-made PC Matic is the best security software on the market.



CHECK OUT OUR NEW TV ADS



MADE IN AMERICA

When it comes to securing your valuable data, knowing where your security software comes from is important. Our competitors develop their software, and manage support in foreign countries like Russia, India and The Philippines. This commercial, which was filmed in Rob Cheng's house in Myrtle Beach, South Carolina, reminds viewers that PC Matic was created in the US, and has continued to be developed and supported here ever since.



30 SECOND ADS

Traditionally, we have run :60 spots, and we are now experimenting with new powerful creatives in an attempt to deliver an equally effective message only :30. This one move could improve our advertising efficiency as we move into 2016. PC Matic is proud to be an American company, and in our new :30 ad, we promise our customers that will never change.



PC MATIC EN ESPAÑOL

PC Matic is currently offered in 7 languages. However, our television ads have historically been in English. We are proud to announce that on October 13th, PC Matic's first Spanish television ad began airing on DirecTV's Spanish channels. We believe that PC Matic is the best security software in the world, and we are excited to be extending that message to a broader audience.



PC MATIC RANSOMWARE

Ransomware is one of the biggest threats to personal and business computers that users have ever faced. The FBI reports that between April 2014 and June 2015, ransomware victims reported losses totaling over \$18,000,000. In this commercial, Rob Cheng explains how ransomware works, and what users can do to protect themselves. PC Matic has created the world's most comprehensive list of trusted applications and simply will not allow anything to run that is not on that list, including ransomware.



NEW EMPLOYEES

TALENT IS OUR BEST RESOURCE

PC Pitstop is exploding with growth. We started 2015 with 19 people on the PC Pitstop team, and as of now, that number has grown to 34; almost doubling our staff.

As we continue to grow, we are filling open positions with the finest American talent we can find. Our most recent job postings have yielded hundreds of resumes. We have always believed, as a

company with 100% remote employees, that we are able to attract the highest-quality applicants that thrive in a nontraditional work environment. All over America, each of our team members work in the comfort of their own homes, and we couldn't be happier with the results. ***We're pleased to introduce this quarter's new hires:***



ALAN HOLLAND
CUSTOMER SERVICE & TECH SUPPORT



DANIEL MCDONOUGH
MALWARE RESEARCHER



DEVIN BERGIN
MALWARE RESEARCHER

Before PC Pitstop, Alan worked in the customer service and technical support field, including working for Amazon, where he worked for 2 years as a Digital Technology Specialist for the Kindle team and as an Amazon Customer Service rep. Alan was promoted to the Kindle Taskforce team where he worked closely with the developers on the release of the Kindle Fire. Alan has an AAS degree in Web Design/Interactive Media from the Art Institute of Pittsburg.

Daniel McDonough has over 10 years of experience working with computer software. Daniel began his career as a freelance software administrator. Since joining PC Pitstop in September, he has been responsible for adding trusted programs to our exclusive whitelist. Daniel holds a B.S. in Chemistry and an MBA from Coastal Carolina University.

Devin Bergin has spent the past four years learning computer networking, programming, and hardware skills. Prior to joining PC Pitstop, Devin worked at a small school providing technology support for faculty and staff. He is a recent graduate from Eastern Connecticut State University with a BS in Business Information Systems. Devin plans to use his experience with computers to learn more about the malware affecting them.

James Darden has over 5 years of experience in the information technology field. Before joining the PC Pitstop team, James worked in multiple tech support roles, from hardware to software support, including Plumchoice as a remote tech support agent. James obtained his A + and Network + certificates while attending New Horizons Computer Learning Center.

Jeff York brings 3 years of experience in web-based customer service and marketing research to the PC Pitstop team. Jeff has 8 years of military leadership experience, and earned an MBA with a BSB Marketing Minor in Political Science from Coastal Carolina University. He will use his ability to gain knowledge from customer interactions to help improve the products and services provided by PC Pitstop.

Rex Miller has over 9 years experience as a Graphic Designer. Prior to joining PC Pitstop, Rex worked at Zoetis/Pfizer Animal Health for 14+ years, 9+ years as the lead designer supporting 4 locations in the United States. Rex also teaches and develops Graphic Design courses online/remotely at two universities. Rex has an MBA w/ a concentration in Management Information Systems from Bellevue University and a BA in Graphic Design from Doane College.

Tommy Kelly is a recent graduate from the University of Kentucky. In the process of obtaining his Bachelor of Science in Biochemistry, Tommy applied his programming knowledge to the field, mainly by developing a molecule editor for the web. Tommy has also worked as a full-stack engineer, a server administrator, and a network technician. He aims to further his programming knowledge and gain practical and professional experience at PC Pitstop.



JAMES DARDEN
MALWARE RESEARCHER



JEFF YORK
CUSTOMER SERVICE & TECH SUPPORT



REX MILLER
WEB & GRAPHIC DESIGNER



TOMMY KELLY
SOFTWARE DEVELOPER

IN THE PRESS

“*The trend in reporting government leaks may have already started as sites like Wikileaks get more content.*”

- Dodi Glenn, PC PITSTOP Vice President of Cyber Security

Article:
<http://www.nydailynews.com/news/world/5-ways-edward-snowden-impacted-world-nsa-leaks-article-1.2381980>



Dodi Glenn,
VP of Cyber Security



A MESSAGE FROM THE CEO

One of the primary goals of this newsletter is to have the investment community become more familiar with our company, our products, and our team. The response has been fantastic. Thank you. Investors, however, are focused almost myopically on a company's latest quarterly results, and basically the present. I believe that my job as CEO is to focus on the future.

Over the 16 year history of PC Pitstop, I have never been more excited about our future and where it is headed. The inflection of the company changed when we got the top score on the prestigious VB100 RAP test in July, 2014. The lesson learned is that great test scores can dramatically increase sales. In July of this year, we introduced our vendor whitelist, to proactively stop viruses that randomize the vendor name. This month, we saw in our sample data that virus makers are now spoofing legitimate companies such as Komodo Antivirus and VM Ware.

This week we rolled out changes to our realtime protection to stop vendor spoofing. This change increases our malware research load, and true to our commercials, we are only hiring Americans to fill these roles. More importantly, this change is the last horizon for our whitelist architecture. My bold prediction is that we will win every single test in 2016! I believe

"The world needs better security and we are the only ones that have it."

- ROB CHENG, CEO

in our architecture and more importantly our development and malware research teams.

In the coming months, we will be rolling out more changes to our security. White list protection provides superior security but it is also more economical than the black list approach. There are lots of applications that customers do not want on their computers, that are not considered viruses or malware. These applications install, chew up system resources and attempt to monetize the system, all without user consent. Only PC Matic blocks what the industry calls adware or PUA (potentially unwanted applications), but we don't block all of them. Until now.

We are a small company that wants to achieve big things. By publishing a quarterly newsletter, I hope it will become evident that this little company can achieve in a quarter what it takes other companies years to do.

Thank you for believing in us.

IN THE PRESS

"Schroll points out that several layers of cyber security exist, like an onion both of which, if hacked, will cause many tears and entrepreneurs and business managers need to be aware of all the layers to best protect a company's cyber infrastructure from threats."

- Peter Gasca, Entrepreneur.com contributor

Article: <http://entm.ag/1kyjR6f>



Mike Schroll,
VP Business Development

BROWSER HELPER OBJECTS

PC PITSTOP RESEARCH EFFORTS

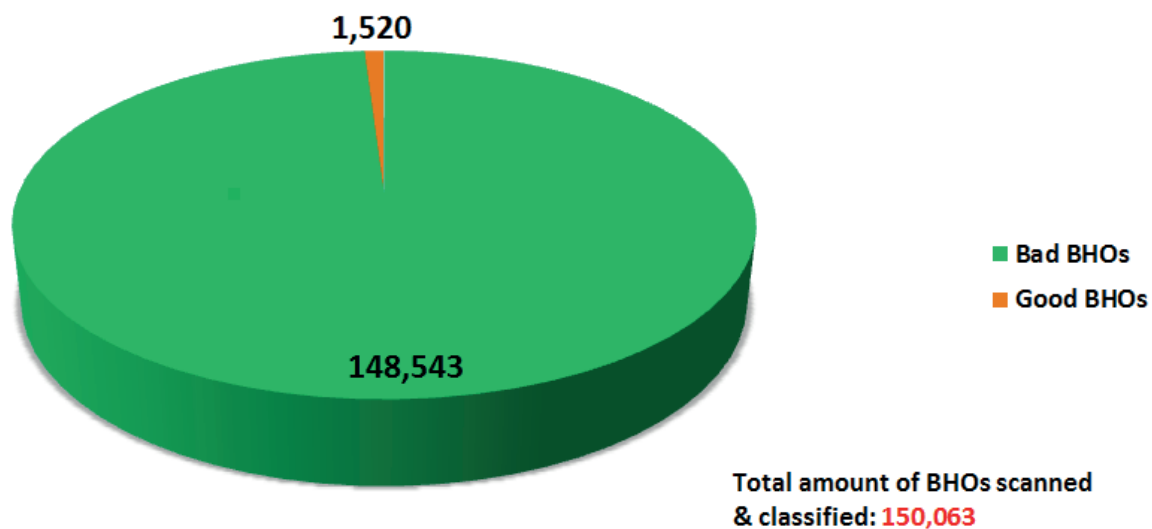
BHOs (Browser Helper Objects) are plugins designed to enhance the functionality of the Internet Explorer web browser. BHOs are used in a variety of helpful ways; from Adobe Acrobat, which allows Internet Explorer users to read PDF files within their browser, to a Google search toolbar added directly to the browser interface. Unfortunately, because BHO access to the Internet Explorer event model is not regulated, users run the risk of installing harmful malware, disguised as a useful BHO. For example, malware that logs keystrokes once the program detects a secure connection to a financial institution, or malware that tracks and reports user browsing patterns, can be hidden within a BHO.



The PC Pitstop research department began an internal initiative to assess BHO threats in April of this year, and is now reviewing and classifying thousands of BHOs per week. To date, we have reviewed more than 150,000 unique browser addons, over 148,000 of which were found to be malicious.

With this information, PC Matic is able to do two things: Remove BHOs containing harmful malware from the computers of our customers, and block the execution of future malicious BHOs.

Classification Ratios





ABOUT PC PITSTOP

PC Pitstop started out as a free diagnostic web site for common computer problems. The company has evolved into a major security software publisher in the United States, UK and Japan. PC Pitstop makes PC Matic, PC Matic MSP, PC Matic Pro, Tech Sentry Authentication and PC Magnum.

OUR BRANDS



Award Winning - We took first place in both reactive and proactive virus detections in the prestigious VB100 RAP test. This is independent validation of the superiority of our white list technology.

American Made - We are the only security product that does research and development in the United States. McAfee and Norton, for example, research malware in the Philippines and develop in India.

Comprehensive - Our scheduled maintenance includes vulnerability patch management, automated driver updates, junk file removal and performance tweaks.

Proven Technology - Our products have considerable traction in the American consumer segment approaching one million end points.

Superior Endpoint Security - Our technology includes the world's only endpoint white list. The white list provides superior protection against APTs (Advanced Persistent Threats), Zero Day Attacks, ransomware, and polymorphic viruses.

Endpoint Performance - We have automated the process of endpoint maintenance. End point performance improves employee productivity and morale. The endpoints have a longer productive life improving asset value and minimizing transition costs.

Cloud Technology - Our products are written, deployed and maintained through the cloud. The IT administration console is cloud based and accessible via computer, phone or tablet.

Three-Factor Authentication - Tech Sentry authentication verifies user credentials, device GUID (globally unique identifier), location (IP address, proxy, location), and virtual machine. If IT administration suspects unauthorized use, the device can be remotely locked acting as a deterrent against hackers.

CERTIFICATIONS



ASSOCIATIONS



amtso

MADE IN THE U.S.A



Check Us Out:

www.pcpitstop.com
www.pcmatic.com

www.pcmatic.com/msp
www.pcmatic.com/pro