



Adware Companies Struggle to Improve Online Rep

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Adware companies who engage in questionable marketing practices are paying the price. Even those who attempt to repair their reputations are finding that the internet is a fickle place to do business and net users can be unforgiving. Adware maker, 180Solutions' decision to sue a respected software security company is causing a storm on the internet.

PR9.NET December 02, 2005 - Some online companies are struggling to repair damaged reputations after indulging in unpopular marketing techniques.

Last week's announcement by adware maker, 180Solutions, that it was suing online security software manufacturer, ZoneLabs, has stirred a storm of invective on the internet against them.

180Solutions, a marketing company that makes adware that can install itself on an internet user's computer without their knowledge in order to get them to look at marketing offers, is suing ZoneLabs, claiming that the security software company's classification of their software as "high risk" has cost it business.

The move has even prompted concern that it could spark a series of lawsuits against security software manufacturers by makers of adware and spyware - a claim that 180Solutions denies.

"180's decision to sue Zone Labs has really upset a lot of online users," says Rob Wood, owner of <http://MisTek.net> - a website devoted to reporting on ways that technology is abused. "We've been struggling to keep up with the flood of comments about 180's moves on our site - most of them pretty negative."

"Zone Labs is a company with a very good reputation among internet users and the decision by an adware manufacturer to sue them has been hugely unpopular among our readers," says Mr Wood. "I don't think it will win 180Solutions too many fans amongst regular internet users, if that was their intention."

The lawsuit underscores the problems for online companies in keeping a good reputation in a fickle marketplace such as the internet.

180Solutions has previously attempted to improve its reputation by volunteering information to users about how to remove their programs from their computers.

Unfortunately this doesn't seem to have worked in improving their reputation if the online reaction to their action against Zone Labs is any indication.

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About Mistek

Technological Misbehaviour - the ways in which technology is abused.

Website: <http://mistek.net>

E-Mail: info@mistek.net