

Press Release

Symantec to raise the price for Norton renewals 33%

Norton Internet Security and Norton Antivirus users will pay more

Lincoln, NE – October 12, 2005: In anticipation of Microsoft's entry into the anti-virus and firewall business, Symantec Corporation is raising the price for subscription renewals of its Norton Anti-Virus and Norton Internet Security products.

Consumers buy Norton security products, but must pay an annual renewal price to keep them up to date. Industry analysts explain that this increase in renewal rates may be Symantec's "last hurrah" as it attempts to generate as much as \$225 million in additional revenue before it must compete with Microsoft's OneCare security products.

"Right now, Norton Anti-Virus is hands down the best anti-virus product available today," Thor Schrock, Owner of Schrock Innovations said. "Some people may attempt to move to reduced cost, or even free, anti-virus products in response to this increase, but our advice is pay the \$10 extra and enjoy good security."

Other competing anti-virus providers are hoping to use this opportunity to take some of Symantec's 40 million subscribers and add them to their own rolls.

"I don't think we will see a mass-migration away from Symantec over a \$10 hike. If nothing else, it sets the stage for Microsoft to come to the table and compete."

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