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Advertising & Marketing: Is Bill Gates sharing his fortune?

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Is Bill Gates sharing his fortune?

Sorry, Microsoft and AOL have not merged yet, nor has Bill Gates decided to share his fortune with folks who forward such chain emails till date.

[USPRwire, Tue Apr 04 2006] Michigan headquartered MicroWorld Technologies Inc., inventor of revolutionary concept in scanning Internet traffic on real-time basis, urges email users receiving such unwanted and often excessive Spam emails to:

- 1) Delete messages with obvious or strange looking headers (often showing as a mixed up jumble of letters)
- 2) Not to reply to these emails, even if it says unsubscribe as this is how they verify they've reached an active email user
- 3) Not to buy anything they advertise or pass on chain letters as that keeps them in business
- 4) Not to open attachments to emails that you are unsure about
- 5) Keep their Content Security softwares updated.

Analysis in past has revealed that a small firm with 500 employees could be losing around £3,300 a month in lost productivity because of junk e-mails. The cost doubles for a business with 1,000 staff, rising to £32,771 for one with 5,000.

In one of the American surveys, email Spam is found to be the No. 1 technology time waster. Apart from pornography, it is found that the most common Spam messages to reach consumer's in-boxes are about refinancing, credit counseling and sexual enhancement products.

Those receiving such fake mails, must not forward it to their friends and colleagues. Forwarding unsolicited chain letters waste time and bandwidth. And many times these fake emails are boosted with attractive attachments which try to capture human mentality by encouraging users to make them executed by demonstrating obscene content or famous ongoing events links etc. and thus prove fatal for the computer system.

In the beginning of this year, Kamasutra Worm payload triggering alert had filled almost all news releases. "16 January 2006 when we at MicroWorld Technologies Inc. first reported this Worm with Obscene mail content, it was great time fighting to resolve this threat as almost all Content Security softwares get disabled once the computer gets infected. We immediately reverse engineered the activity and came up with minor change in our Anti-Virus and Anti-Spyware Toolkit Utility (MWAV 8.x) to withstand the threat unlike providing a new patch", says Aneesh Paliwal, Security Analyst at MicroWorld. With more research results, predictions were released for the payload of Kamasutra to be triggered with system date as 3rd for the already infected computers, and so it became a big picture, but fortunately the activity of wiping of key files from once infected system on 3rd of the month was found almost null across the globe. "The need of the time is to reverse engineer and understand all possibilities and analyse all probabilities once a new threat is identified and to co-relate its activity with existing threats as the 3rd of the System Date could have been 30th and 31st of the month also", says Aneesh and it is a true fact that there were some computers victim of being wiped away due to Kamasutra on 3rd February including well protected software firms in India.

So, never forward a Hoax mail which blackmail you emotionally as " Make A Wish Foundation, has agreed to donate 7 cents to cure baby suffering from Cancer for every time this message is sent on", simply delete it.

MicroWorld

MicroWorld (www.mwti.net) are the developers of the world's first Real-Time AntiVirus and Content Security software eScan for desktops and servers. Its communication security software, MailScan is the first comprehensive e-mail scanner

for your SMTP/POP3 Mail Server. MicroWorld Winsock Layer (MWL) is the revolutionary technology underlying these products, powering them to several certifications and awards by some of the most prestigious testing bodies, notable among them being Virus Bulletin, Checkmark, TUCOWS, Red Hat Ready, and Novell Ready. Combining their powerful scanner with MWL technology, MicroWorld solutions provide a Real-Time Proactive security for your systems. For network security of enterprises, eConceal Firewall is the latest powerful offering from MicroWorld.

To learn more, kindly visit <http://www.mwti.net>.

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