

## FOR IMMEDIATE RELEASE

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**Yuvee, Inc. announces over 4,000 downloads of the NeoKeys<sup>®</sup> Launcher software from [www.neokeyslauncher.com](http://www.neokeyslauncher.com).**

**Highland Park, Illinois. December 19, 2008.**

Yuvee announced over 4,000 downloads of its NeoKeys Launcher software from [www.neokeyslauncher.com](http://www.neokeyslauncher.com), with global interest, including in China, US, Philippines, India, Turkey, Indonesia, Israel, Egypt, Thailand and Saudi Arabia. It is also being offered for download by a number of free software sites, such as [www.betanews.com](http://www.betanews.com) and [www.soft82.com](http://www.soft82.com). Soft82 gave it a five star award.

Yuvee released beta 1.0 of the software in March, and beta 1.1 in the summer. Beta 1.2 is targeted for release in 2009.

The Launcher software makes it much easier for people to regularly use a far more exciting range of websites than people usually visit. Its pre-packaged and user-customizable "Website Playlists" provide instant access to websites organized by subject, such as news sites, video sites, sports sites, etc. Users do not have to weed through tens or hundreds of search results to find a website. They do not need to know the websites exist, bookmark websites, remember website addresses or even type website addresses. It all happens with a click on the Launcher software. In essence, the Launcher democratizes the Web, giving lots of smaller, but exciting websites, a presence right next to the usual power-house websites.

The Launcher software also includes a number of other helpful surfing features, such as integrated username and password for each website visited by the user.

The Launcher also revolutionizes the two traditional PC user interfaces by giving the user a single, small, moveable on-screen controller for organizing and running their applications and their Web experience. It does not rely on task bars and pull-down menus – taking the graphical user interface well beyond the 1980s PC user interface design of icons and task bars.

Tim Higginson, founder of Yuvee, says: "With the NeoKeys Launcher software, we're giving people a better Web experience by providing instant access to a whole range of exciting websites, rather than the few websites that tend to monopolize attention."

**More Information:** For more press information, visit [www.neokeyslauncher.com](http://www.neokeyslauncher.com).

**Availability:** Now. The Launcher is available as a free download for Windows-based PCs, laptops and touchscreen tablets and either the Internet Explorer or the Firefox browser.

**About Yuvee, Inc.:** Yuvee is an emerging technology company specializing in making technology fast and easy for everyone. The company holds US and international patents. Yuvee and NeoKeys are trademarks of Yuvee, Inc.

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