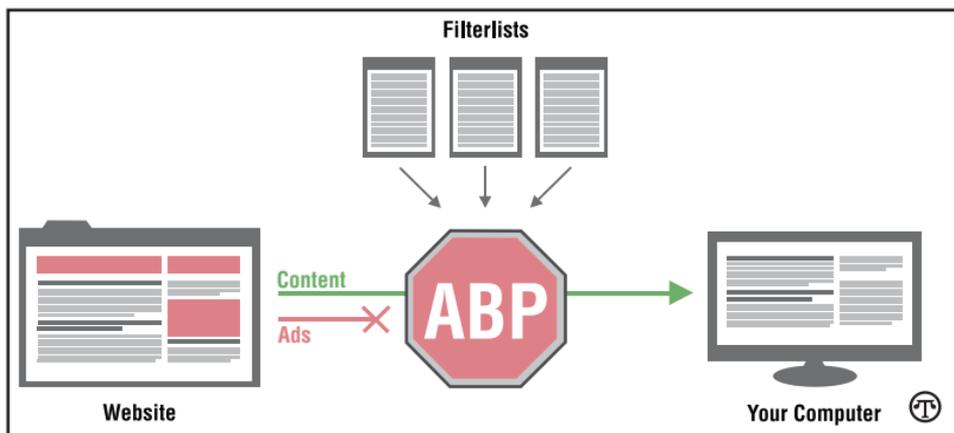




## New App Blocks Annoying Ads Online, Helps Save Battery Power, Bandwidth



On a PC or a mobile device, no ads means less bandwidth hogging content that just gets in the way of watching what you really want to watch.

(NAPSA)—When it comes to advertising, consumers have the right to fast-forward through commercials on television, or simply mute the TV until the show comes back on. In print publications, readers can just skip over ads with their eye, staying focused on the next article. For Internet users, it's a much different playing field and advertisers know it.

However, all hope is not lost. There is a way to block ads while surfing the Web on your PC or mobile device. It's called Adblock Plus.

ZenithOptimedia predicted that online advertising would outpace print advertising by 2015. In recent months, Facebook, Twitter and other social media sites have experienced impressive growth fueled by their ad revenues online.

### Enjoy Ad-Free Content While Surfing The Web

By installing this free program for the most popular web browsers like Chrome, Firefox, Safari, Internet Explorer or Opera, users can enjoy ad-free content while they surf. The same goes for Android or iOS mobile users. Download the Adblock Plus app and you don't have to put up with

those in-video ads before you watch the latest YouTube video. It also blocks ads in your Facebook and Twitter feeds.

When users block ads, they save battery life on their mobile devices because there are fewer things that will pop up for them to view that drain the battery. On a PC or a mobile device, no ads means less bandwidth hogging content that just gets in the way of watching what you really want to watch.

Adblock Plus even asked users to join them by signing an Acceptable Ads Manifesto. Adblock Plus began Acceptable Ads to allow advertisers who offer ads that are not annoying the opportunity for their ads to be seen. Of course, if users want to see zero ads, they can do that with no problems.

In the 21st century, it is now possible for consumers to block ads online, a welcome trend for those who value privacy and clean content on the Internet.

### Where To Go To Install Free Adblock Plus App

For more tips on blocking ads while surfing the Web or to install Adblock Plus on your PC or mobile device for free, go to [www.adblockplus.org](http://www.adblockplus.org).