

**FOR IMMEDIATE RELEASE**

**FOR MORE INFORMATION CONTACT:**

**BLINK, INC AT + (804) 747-6700**

## **Announcing "Invisible Shrinking" for Windows & DOS programs!**

Richmond VA, September 30, 1996 - *Blinkinc* today announced the release of Shrinker 2.1, a unique new product to improve network performance, minimize distribution and storage costs and protect valuable software from decompilers.

Available immediately, Shrinker 2.1 compresses 16-bit Windows and real mode DOS programs by 60% or more and these programs *execute directly*, with no separate decompression step. A 32-bit version of Shrinker is already in development with a scheduled release date of January 1997. Compatible with programs created by virtually *any* Windows or DOS compiler, including Delphi, C++ and *much* more, Shrinker is also set to take the world by storm as the *only* product to create directly executable compressed Visual Basic programs!

Unlike conventional archiving and compression software, *any* .EXE, DLL or OCX compressed with Shrinker will *transparently* decompress itself into memory at runtime. There is no separate decompression step, so the end-user need never even know it has been "shrunk"! EXEs compressed with Shrinker often load *faster* as a result of their reduced size and there is no degradation of program runtime performance.

By reducing the amount of data actually transmitted and decompressing the program on the local workstation at runtime, Shrinker minimizes Local and Wide Area Network traffic to optimize network performance. Unlike disk compression utilities which compress all the data stored on the disk, Shrinker's selective compression at the individual file level means there is no risk of data loss. Perhaps the most popular and unexpected benefit is that Shrinker's compression encrypts computer software to act as an effective protection against decompilers.

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According to Jud Cole, President of *Blinkinc*, "We are delighted by the response our new product is generating. You don't even have to be a programmer to use it, but if you do program for networks, need more disk space or distribute programs electronically, Shrinker is simply indispensable! We already have a 32-bit version in the works and are really excited about the future applications of this technology".

Fully functional demo versions of Shrinker 2.1 and all *Blinkinc* products are available for immediate download from <http://www.blinkinc.com>. The suggested retail price for Shrinker is \$149\* in North America and £109\* in Europe and there are *no runtime royalties* to pay. In North America, please contact *Blinkinc* (US) by phone on 804-747-6700 or by fax on 804-747-4200. In Europe, please contact *Blinkinc* Ltd (UK) by phone on +44-1222-712444 or by fax on +44-1222-700888.

With permanent offices in both the US and Europe, *Blinkinc* is an innovative software company committed to providing high quality programming tools which enable PC software developers to create more powerful and efficient software programs in less time. Established in Richmond, VA in 1990, the strengths of this company lie in the technical excellence of its software, the firm commitment to product development and the prompt and comprehensive technical support offered to registered users.

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