



DealNews.com Announces Site Optimization for Mozilla/Firefox Users

Huntsville, AL, June 15, 2005 --(PR.com)-- DealNews.com, Inc., a leader in web-based shopping, announced that it is now optimizing its site to better address its growing Mozilla/Firefox client base. While dealnews' site traffic doubled in the past year, its percentage of Firefox users has increased fourfold and now represents one-third of its total traffic. Firefox, which is produced by the Mozilla foundation, is a free web browser that has been widely praised for its stability and innovative tabbed browsing feature.

John Allen, Dealnews' Director of Marketing, said, "By nature, our site tends to attract a more technically sophisticated audience. Over the past year, we have seen unprecedented acceptance of the Firefox browser among our readers. While overall our site traffic has increased 100 percent in the past 12 months, Microsoft Internet Explorer traffic has only grown 50 percent. Firefox traffic has increased 400 percent. Fully 35% of our traffic in May was from Firefox or a Mozilla-compatible client. We feel this is significant trend and have taken steps to ensure our site is fully optimized for use with this web browser."

dealnews has also begun developing the next generation of its proprietary content management software using Mozilla's rich XML User Interface Language (XUL, pronounced "zool"). "XUL speeds the deployment of the specialized tools we need to support our content team," said Richard Moss, dealnews' Chief Technology Officer. "XUL enables us to very quickly build fast, robust, cross-platform applications. That's a necessity for our company because our people work in Linux, Mac OS X, and Windows XP environments."

About dealnews.com, Inc.

Relying on thousands of monthly reader submissions, expert editorial research, and proprietary automated search agents, dealnews.com reports on the best bargains that can be found on a wide range of consumer technology products, including iPods, flat-panel TVs, computers and components, DVD burners, wireless networking, gadgets, and more. Launched in 1997, dealnews' services are nationally recognized and have achieved awards and recommendations from The New York Times, PC World, Computer Shopper, The Washington Post, ZDNet, and many others. dealnews is headquartered in Huntsville, Alabama.

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