

# CleanMyMac 2

## Press Release



### **MacPaw Announces CleanMyMac 2**

The Ingeniously Simple, Surprisingly Powerful Way to Clean Your Mac.

MACWORLD / iWORLD CONFERENCE, January 31, 2013

[MacPaw](#), one of the leading software developers for Macs, today announced CleanMyMac 2, a major update to its best-selling Mac cleaning software. The update, which will be available this February, offers a wealth of new features and a completely redesigned user experience -- all at no cost to current CleanMyMac users.

MacPaw will be showcasing the new software on the **Appalooza floor (stand # 58)** at this year's Macworld/iWorld Conference in San Francisco, California.

The previous version of CleanMyMac, which was downloaded more than three (3) million times, has been recognized through numerous awards and reviews as one of the best Mac cleaning apps on the market. CleanMyMac 2 will now build on that success by providing Mac users with a number of new features for easy, thorough and safe cleanup of their Macs. In addition to automatic identification of items that are safe to be removed, CleanMyMac 2 will help users reduce the size of iPhoto libraries, find and eliminate large files that haven't been opened for a long time, uninstall and reset applications, and much more.

*“Our original idea for CleanMyMac 2 was to provide users with free update, along with a number of useful paid plugins,”* said Oleksandr Kosovan, CEO of MacPaw. *“But as we got further into the design process, we recognized that CleanMyMac 2 would be far more powerful as a fully integrated system. That, of course, required a more serious redesign.”*

*Think of CleanMyMac 2 as a completely new product that sticks to its promise of being totally free to current users.”*

## **CleanMyMac 2 Features**

CleanMyMac 2 has a completely redesigned interface based upon a unified main button for all main actions. It consist of eight (8) main modules, all of which have either been updated or are completely new:

- ▶ **Automatic Cleanup** – An intelligent algorithm that suggests to remove files which are 100% safe for deletion.
- ▶ **System Cleanup** – Remove caches, logs, and archives, and free up system resources for a better performing Mac.
- ▶ **Large & Old Files** – Review and remove large files and folders that haven't been opened for a while.
- ▶ **iPhoto Cleanup** – Significantly reduce the size of iPhoto Library by eliminating unneeded original copies of previously edited images.
- ▶ **Trash Cleanup** – Empty Trash folders of Mac's internal and external volumes including iPhoto Trash.
- ▶ **Uninstaller** – Completely uninstall the apps that are no longer needed.
- ▶ **Extensions Manager** – Review and manage all app extensions from one dashboard.
- ▶ **Eraser** – Erase files from your system and leave no trace behind.

## **Pricing and Availability**

CleanMyMac 2 will be available in February 2013. All current users of CleanMyMac can upgrade for free. CleanMyMac 2 will be available with a trial version which will let users clean up to 500MB for free. Price for the full version will be announced at the day of release.

## **Tech Specs**

CleanMyMac 2 requires Mac OS X 10.7.5 or greater and 100MB of free disk space. Users whose computers don't meet these specs will still be able to download the previous version of CleanMyMac which will be called CleanMyMac Classic from the [MacPaw](#) website. CleanMyMac Classic requires an Intel- or a PowerPC-based Macintosh with Mac OS X 10.4.11 or greater and around 20MB of hard disk space.

## **About MacPaw**

MacPaw is a small group of people passionate about software, design, and innovation. MacPaw is dedicated to serving the needs of its customers, and carefully reviews all user feedback. The company aims to create software that is simpler, more user friendly, more flexible, more functional, and more valuable than ever before. Backing it all up with superior customer support. For more information on MacPaw visit <http://www.macpaw.com>.

## **About Macworld/iWorld**

Macworld/iWorld is the world's Ultimate iFan Event for those who use, create and love Apple products. Attendees will encounter a unique celebration of Apple technology-infused art, music, and film, as well as learning opportunities, and a shopping mecca in our expo hall filled with products and services for Apple users of all skill levels and interests. Whether a home user, an artistic hobbyist, a professional or a true Technorati, Macworld/iWorld gives attendees the chance to experience all that the amazing world of Apple-related tools can offer. Macworld/iWorld will take place January 31 – February 2, 2013 at the Moscone Center West in San Francisco.

For more information, please visit <http://www.macworldiworld.com>.