



First Free Ad Blocker on the Apple App Store Arrives; The Adblock Autumn: Adblock Plus for iOS 2nd from ABP this Month

***Apple Users Can Now Enjoy 100% Free Ad Blocking Any Way They Like:
Choose Adblock Browser Or Adblock Plus iOS App for Safari Browser***

Cologne, Germany – September 30, 2015 – [Adblock Plus](#), the #1 most popular browser extension for blocking annoying online advertisements with over 400 million downloads, today announced [Adblock Plus for iOS app](#) is now available in the Apple App Store for all iOS devices. The new app lets users block annoying ads automatically on the Safari browser. It is the first ad blocker for iOS 9 that is completely free.

“A couple of weeks ago, we launched our own full-featured Adblock Browser app on the App Store. Now that iOS 9 is officially available, we felt it was equally important to make ad blocking available for all iOS users who want to continue using Apple’s Safari browser,” said Till Faida, co-founder of Adblock Plus. “Either way, users will experience all the ad blocking benefits of Adblock Plus, including using less data from their data plans, faster page downloads, security from malvertising, better privacy and longer battery life.”

How To Use Adblock Plus for iOS App

To enable ad blocking features in iOS, first download the [Adblock Plus for iOS app](#). When the app opens, users will see instructions on how to activate the familiar content blocking features of Adblock Plus within their system-wide iOS settings. After activation, the Adblock Plus app will automatically block annoying ads in Safari. Because Safari is the default browser on iOS devices, when users click on any URL links in an email, text message or website, the Safari browser will open with all annoying ads blocked automatically.

Alternatively, users can install [Adblock Browser](#), which is a complete browser app that has all the ad blocking features already built in.

Adblock Plus for iOS Features

1. **Safety and Privacy** - Lots of nasty stuff like malware and tracking can hide behind ads. In fact, according to a new report, [“malvertising” tripled in the last year](#). Adblock Browser for iOS helps:
 - Reduce risk of malware infection
 - Improve privacy on mobile devices
2. **Faster Page Loads and Reduced Data Costs**
 - Pages load faster because the ads do not have to load
 - Multiple [studies](#) have shown that blocking ads saves significant data bandwidth and battery life ([Microsoft study](#), [Berkeley study](#))

3. Flexible Ad blocking settings:

- Support ads on your favorite websites by whitelisting the site
- Change the default settings to block all ads
- Disable tracking and social media buttons, or add additional filter lists to precisely tailor your Internet viewing preferences
- Multi-language support

Links:

Adblock Plus is a free download for mobile users on iOS and Android, and a free browser add-on for Safari, Chrome, Firefox, Internet Explorer, Maxthon and Opera.

- Download the [Adblock Plus for iOS app](#) in the Apple App Store.
- Download [Adblock Browser](#) in the Apple App Store.
- Learn more about Adblock Browser at <https://adblockbrowser.org>.
- Download [Adblock Browser for Android](#).
- Visit adblockplus.org to download Adblock Plus for your desktop browser.
- For information about how to deploy Adblock Plus across a large networks, visit: <https://adblockplus.org/en/deployments>
- Facebook: <https://www.facebook.com/adblockplus>
- Twitter: <https://twitter.com/adblockplus>
- Instagram: <https://instagram.com/adblockplus/>
- YouTube: <https://www.youtube.com/user/AdblockPlusOfficial>
- LinkedIn: <https://www.linkedin.com/company/adblock-plus/>

About Adblock Plus

Adblock Plus is an open source project that aims to rid the Internet of annoying and intrusive online advertising. Its free web browser extensions (add-ons) put users in control by letting them block or filter which ads they want to see. Users across the world have downloaded Adblock Plus over 400 million times, and it has remained the most downloaded and the most used extension almost continuously since November 2006. PC Magazine named the extension as one of the best free Google Chrome extensions, and it received About.com readers' choice award for best privacy/security add-on.

Follow Adblock Plus on Twitter at [@AdblockPlus](#) and read our blogs at adblockplus.org/blog/. Media press kit with FAQ, images and company statistics is available at: eyeo.com/en/press.

###