



FOR IMMEDIATE RELEASE

**BluePrint Data Provides Managed Service Providers (MSP's) Simple and Easy Cloud and SaaS Technologies and Services for Internet Content URL Filtering**

JACKSONVILLE, FLORIDA USA – Monday October 19, 2009 – BluePrint Data today announced that it is providing its Internet Content Filtering technologies to a “new” channel in network security. The growing need for network and infrastructure security “in the cloud” among small and medium businesses (SMBs) represents an opportunity for value added resellers (VARs) and Managed Service Providers (MSPs), according to a report from Info-Tech Research Group. This new offering from BluePrint Data allows VAR's, MSPs' and Service providers to integrate URL Content Filtering into their offerings.

According to the recent report from Info Tech Research Group, 60% of SMBs plan to increase use of managed services The Spring 2009 Benchmark study points out some of the key drivers in the trend toward managed services are declining budgets and in-house staff as well as a growing demand to support more complex applications. Network World Magazine (8/19). Managed services are among the most effective methods for companies to reduce capital investment costs while at the same time gaining access to new, innovative network technologies to improve business processes.

“We are delighted to offer the channel this new and significant OEM product that can allow increased competitiveness and provide significant value add to SMBs” said Bob Dahlstrom, BluePrint Data's CEO. “We are committed to providing VARs, MSPs, and Network Security companies that OEM URL Filtering and content filtering technologies and services as part of their security offerings the largest and most accurate URL filtering database available.”

**About BluePrint Data.**

BluePrint Data provides its URL filter and content filtering technology, services, and products to Internet Security vendors including UTM, MSSP and SaaS, enables ISPs, telecommunication companies and carriers to filter and manage their Internet traffic and provide Internet Filtering solutions to Information Technology Solutions Providers and Value Added Resellers (VARs). BluePrint Data has the world's largest 100% human reviewed URL Filter Database covering over a billion million web pages that is combined with tools and services to provide easy integration of the BluePrint Data OEM URL Filter database.

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