

BluePrint Data adds additional OEM Internet / URL Filtering partners in China

FOR IMMEDIATE RELEASE

Jacksonville, FL – Thursday 15 April 2010 – BluePrint Data, the leader in high quality OEM internet content filtering solutions announced today it has added additional partners in China. The new partners are system integrators and telecom service provider companies that extend BluePrint Data's OEM Internet / URL web filtering products and services into the state run telecom.

Internet Security manufacturers or providers (including VARs, Resellers, and others) that source their Internet Web Filtering databases and technologies from OEM providers such as McAfee/Secure Computing, RuleSpace, or WebSense/SurfControl can benefit, in most cases, from the lower costs and ease of doing business offered by BluePrint Data. Additionally, the BluePrint Data solution increases accuracy and offers the only Internet Filtering product with a zero false positive guarantee.

The BluePrint Data filtering database is the largest 100% human reviewed data store in the world. BluePrint Data's trained and certified Web content review specialists have reviewed web sites that comprise over a billion URLs/Web pages (Universal Resource Locators, i.e. Web pages) which accounts for over 98% of the World Wide Web traffic according to Neilson/Net Ratings a global leader in Internet media and market research. The BluePrint Data URL / Web site Content Filtering Database is exceptionally accurate as it is the only database of its size where 100% of the Websites have been reviewed by trained and certified Web site content specialists.

“These new partnerships prove the validity of BluePrint Data's OEM Internet Filtering offerings in high growth, lower price markets.” said Bob Dahlstrom BluePrint Data's CEO. “Because of our focused and targeted products and services we are able to maintain a reasonable profit margin at significantly discounted prices. This allows our partners to provide great value to their end users while increasing their margin.”

About BluePrint Data.

BluePrint Data OEMs its URL filter and content filtering databases, technology, and security products and services to Internet Security vendors such as Unified Threat Management (UTM), Managed Service Providers (MSP), Managed Security Service Providers (MSSP) and Software as a Service (SaaS) providers as well as providing private label / OEM services to Value Added Resellers (VARs), Information Technology Providers, Anti Virus and Anti Spam service providers, Independent Software Vendors (ISVs), help telecom, carriers, and ISPs and other companies. 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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FOR MORE INFORMATION:

Bob Dahlstrom

BluePrint Data

2002 San Marco Blvd, Suite 201

Jacksonville, FL 32207

+1-904-647-4491

press@blueprintdata.com

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