

# BluePrint Data Offers Internet Security Vendors a Competitive Switch Program that includes a “Zero False Positive” Guarantee for its Internet Content Filtering Services

FOR IMMEDIATE RELEASE

Jacksonville, FL – Wednesday 3 February 2010 – BluePrint Data, the leader in high quality OEM internet content filtering solutions announced today its Competitive Switch Program. Internet Security Vendors that use content filter databases or URL filter lists, depending on volume, can receive discounts of 50% or greater discount from what they are currently paying for similar services. The competitive switch program includes BluePrint Data’s “**Zero False Positive Guarantee**” program. Under this program BluePrint Data will credit new customers \$500 (up to \$5,000) for each separate occurrence where the customer’s end user is disallowed access to a website because BluePrint Data has it incorrectly categorized.

Internet Security Vendors that provide Unified Threat Management (UTM) Systems, Managed Service Providers (MSP and MSSP), Software as a Service (SaaS), and Anti-virus, Anti-spyware, and Anti-malware solutions source their Internet Web Filtering databases from vendors such as 8e6 technologies, Fast Data Tech, McAfee/Secure Computing, NetSweeper, RuleSpace, St. Bernard Software or WebSense/SurfControl. The BluePrint Data Internet / web filtering database can be used to replace any of these providers’ solutions that use web site content classifications and categorizations.

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. And the only OEM internet filtering company that offers a zero false positive guarantee.

“We are delighted to offer this exciting new program“ said Bob Dahlstrom, BluePrint Data’s CEO. “This competitive switch program with a zero false positive web filter guarantee is unique in the industry and demonstrates our confidence in the quality and value of our products and services.” Interested companies are encouraged to contact blueprint Data and complete a free evaluation.

## **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:**

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