BluePrint Data Launches New Website Categorization Service for Law Enforcement and Investigative Entities

JACKSONVILLE, FLORIDA USA – Wednesday June 15, 2011 – BluePrint Data today announced the launch of a new website categorization service specifically for law enforcement and investigative entities. The new service will allow law enforcement and other entities to lookup a website category in real-time via the BluePrint Data cloud engine or offline via the BluePrint Data URL Lookup client engine. Law enforcement and other entities often need accurate categorization of web sites as part of criminal or other investigations. BluePrint Data offers the most accurate categorization as 100% of its categorization is completed by human reviewers.

BluePrint Data, a leader in high quality OEM internet content filtering solutions, is expanding its business offerings to providers who offer solutions to law enforcement and similar entities. While the business model remains that of an OEM provider this new service opens a new vertical market for BluePrint Data. BluePrint Data is known for providing its OEM Web Filtering technologies and URL filter database to 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. What makes BluePrint Data unique is not only do they complete 100% of their web site / URL reviews with trained human reviewers, they also use a minimum of two human reviewers to independently categorize websites / URLs to ensure the categories match prior to adding the information to the master URL Review database. Using trained people to review website content not Bots or automated technologies enables BluePrint Data to ensure the most accurate product available, something of critical importance to law enforcement and other entities investigating Internet web site access.

"We are happy to offer this new service for the law enforcement community." said Bob Dahlstrom BluePrint Data's CEO. "BluePrint Data has always prided itself on its excellent products and the quality of our offerings. Extending this service to Law Enforcement entities where this quality is of paramount importance is a natural extension of our services and one that should benefit our new customer's end users."

About BluePrint Data.

Since 1998, BluePrint Data has offered its URL filter and content filtering 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), and telecom, carriers, and ISPs and other companies. BluePrint Data has the world's largest 100% human reviewed URL Filter Database. BluePrint Data also offers multiple APIs, SDKs, and products and services for easy and full integration of its products into virtually and technology platform.

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