

People NOT Bots. That is how the Best Internet Filtering is Done.

FOR IMMEDIATE RELEASE

Jacksonville, FL – Wednesday 31 March 2010 – BluePrint Data, the leader in high quality OEM internet content filtering solutions completes 100% of its web site / URL reviews with trained people not Bots. This enables them to ensure the most accurate product available. BluePrint Data is the only Internet Filtering Company to offer a Zero False Positive Guarantee.

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 from the increased accuracy BluePrint Data offers. The BluePrint Data Internet / web filtering services can be used to replace any of these providers' solutions and not only offers improved quality but in many instances a lower price as well.

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.

“We say ‘wo-bots’ here at BluePrint Data.” said Bob Dahlstrom BluePrint Data's CEO. “We know, you know and your end users know that spiders, crawlers, and bots as well as various artificial intelligence and other automatic technologies are not as good at determining the content of a web site as a person. If you or I look at a web site we will easily be able to categorize it, automated technologies just can't do that.” BluePrint Data's reliance on people NOT bots is the key to its high quality OEM internet content filtering solutions.

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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RuleSpace compete, Alexa compete, Portuguese internet filter, ISP web filter, Chinese internet filter, Internet Filter database, internet filter OEM, Netcraft compete, URL filter, Arabic internet filter, content filter, English internet filter, internet filter data, MSSP, NetSweeper compete, secure computing replace, smartfilter compete, SurfControl compete, URL filter database, SaaS provider, RuleSpace replace, Italian internet filter, Managed Security Service Provider, web filter database, BluePrint Data, Web page filter, managed service provider, CyberGuard compete, fast Data Tech compete, filter hate, filter porn, French internet filter, Internet filter China, Internet Filtering India, ISP internet filter, Japanese internet filter, Korean internet filter, OEM Internet Filter, NetSweeper replace, OEM SaaS, OEM URL List, Polish internet filter, Secure Computing compete, iprism compete, telco Internet Filter, Telecom Internet Filtering, URL Database, Websense compete, white label SaaS, xstop replace, rebrandable internet filter. brandable internet filter, brandable internet filter