



BluePrint Data is Thankful for Zero False Positive Internet Content Filtering and Extends its "Zero False Positive Guarantee" Program

FOR IMMEDIATE RELEASE

Jacksonville, Florida USA – Monday 21 November 2011 – BluePrint Data, the leader in high quality OEM internet content filtering solutions is celebrating the US Holiday Thanksgiving with thanks for Zero False Positive Internet Content Filtering and an extension of its "Zero False Positive Guarantee" program. Users of BluePrint Data's Web site / URL Content Filtering are guaranteed their users will not be blocked access to a web site / URL due to a wrongly categorized Web site / URL.

BluePrint Data's "Zero False Positive Guarantee" program will credit new customers who sign up under this program in through the end of 2011 with a \$500 credit for each separate occurrence¹ where the customer's end user is disallowed access to a website because BluePrint Data has incorrectly categorized it. Blocking a Web site / URL that should be allowed can disrupt business operations and negatively impact productivity.

Traditional providers of Internet Security products and services that include or OEM Web content filtering (i.e. URL Filtering) have higher false positive rates than BluePrint Data due to their reliance on automated content categorization methodologies. BluePrint Data encourages potential customers to evaluate vendors and suppliers based on their false positive rate. A false positive is when a web site or URL is improperly categorized. BluePrint Data is the only company to complete 100% of web site reviews with a minimum of two human reviewers categorizing each web site.

The BluePrint Data review system consists of web site reviews that are independently categorize by multiple reviewers to ensure the categories match prior to the information being added to the

¹ Up to a maximum credit of \$5,000 subject to terms and conditions. For full information please contact BluePrint Data sales department.

master URL Review database. For example reviewer A receives the URL www.example.com and categorizes it as “Nudity”, independently reviewer B receives the same URL and reviews it as “Nudity” so the URL is added to the master URL Review database. If, for example, reviewer B categorized the URL content as “Intimate Apparel / Swimsuits”, the URL is then independently provided for a third review by reviewer C, for categorization.

“BluePrint Data is very thankful for our current customers and their commitment to using the most accurate web site / URL categorization method possible.” said Bob Dahlstrom BluePrint Data’s CEO. “People will always do a better job determining a web pages content than an automated technology and this is just another example of how BluePrint Data goes the extra mile to ensure we offer the best quality product and service available.”

About BluePrint Data.

BluePrint Data OEMs its URL / Web site content filters, 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), and telecom, carriers, and ISPs and other companies. BluePrint Data has the world’s largest 100% human reviewed URL Filter Database that is combined with tools and services to provide easy integration of the BluePrint Data OEM URL Filter database.

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