



NEW URL FILTERING PARADIGM 99% ACCURACY AND COVERAGE WITH 80% HUMAN REVIEWED DATABASE PLUS 20% AUTOMATED ANALYSIS

FOR IMMEDIATE RELEASE

Jacksonville, Florida USA – Monday 15 November 2010 – BluePrint Data, the leader in high quality OEM internet content filtering solutions including the world’s largest 100% human reviewed URL Filter Database, has added millions more end users. These new end users are fortunate to enjoy extremely accurate URL / Web content filtering with a combination system that utilizes the BluePrint Data URL Filter database to determine a web site / URLs content and if the web site / URL is not in the database an automated content analysis is used. The BluePrint Data URL Filter Database contains URLs for approximately 80% of the requested Web. Sites not in the BluePrint Data URL Filter database are then automatically categorized by a third party provider.

BluePrint Data is the only OEM URL / Web content filtering company to offer a Zero False Positive Guarantee. Under the BluePrint Data Zero False Positive 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. As of July 2010 100% of all new web site / URL Reviews are being completed with the new BluePrint Data review system whereby web site reviews are independently categorize by multiple reviewers to ensure the categories match prior to the information being added to the master URL Review database.

BluePrint Data’s trained and certified Web content review specialists have reviewed web sites that comprise over 98% of the World Wide Web traffic according to statistics from 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.

“Using the BluePrint Data 100% human reviewed database for the majority of web site requests is the best possible way to ensure accurate Internet Content Filtering.” said Bob Dahlstrom BluePrint Data’s CEO. “Adding a supplemental technology for the less popular ‘long tail’ web sites then assures some protection until BluePrint Data reviews and adds the requested web pages.”

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), 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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