BluePrint Data Throws Down a "Scary Challenge" to Internet Filter and Security Companies with $500 for each False Positive Found

FOR IMMEDIATE RELEASE

Jacksonville, Florida USA – Thursday 4 October 2012 – BluePrint Data, the leader in high quality OEM internet content filtering security solutions announced its "Scary Challenge" today in time for Halloween and Cyber Security Awareness Month, October 2012. The <u>Zero False Positive Internet Content Filtering "Scary Challenge"</u> invites providers of Internet Security products and services that include or OEM Web content filtering (i.e. URL Filtering) to evaluate vendors and suppliers based on their false positive rate. A false positive is when a web site or URL is improperly categorized and as a consequence is blocked when access to it should be allowed.

BluePrint Data's "Zero False Positive Guarantee" program will credit new customers who sign up under this program in October with a $500 credit for each separate occurrence[1] where the customer's end user is disallowed access to a website because BluePrint Data has incorrectly categorized it. This challenge is "scary" to traditional OEM providers of Internet Filtering as it showcases the inherent problems associated with automated categorization systems that attempt to properly classify web site content based on heuristics or image analysis. 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 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

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

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 excited about this challenge." said Bob Dahlstrom BluePrint Data's CEO. "This is another example of how BluePrint Data goes the extra mile to ensure we offer the best quality product and service available. To the best of our knowledge we are the only Internet Content Filtering company to offer a zero false positive guarantee and we look forward to comparative evaluations with any of our competitors products or services."

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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