



BluePrint Data Throws Down a “Scary Challenge” to Cyber Security Companies for Cyber Security Awareness Month

FOR IMMEDIATE RELEASE

Jacksonville, Florida USA – Friday 15 October 2010 – BluePrint Data, the leader in high quality OEM internet content filtering solutions announced its “Scary Challenge” today in time for Halloween and Cyber Security Awareness Month 2010. The Zero False Positive Internet Content Filtering “Scary Challenge” invites providers of Internet Security products and services that include or OEM Web 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 offers a "Zero False Positive Guarantee" program that will credit new customers who sign up under this program \$500 for each separate occurrence¹ where the customer's end user is disallowed access to a website because BluePrint Data has incorrectly categorized it. This scary challenge to compare OEM providers of Internet Filtering showcases the inherent value of the BluePrint Data URL evaluation system that uses 100% human reviews to ensure the best possible quality.

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. As of July 2010 BluePrint Data completes 100% of new web site reviews with a minimum of two human reviewers categorizing each web site to continue to provide the best possible quality. BluePrint Data is the only company with high enough quality to offer Zero False Positive URL / content filtering.

¹ up to \$5,000 subject to terms and conditions. For full information please contact BluePrint Data sales department.

“BluePrint Data is excited about this challenge.” said Bob Dahlstrom BluePrint Data’s CEO. “This is another example of how BluePrint Data’s offerings demonstrate our commitment to continually improve the quality of web site URL reviews and how we stand behind our products and service. The challenge also showcases the extraordinary value and service BluePrint Data provides our partners and distributors.”

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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