



FOR IMMEDIATE RELEASE

Contact: Tracy Clement or
Jeannine Rhoden
770.813.0000 or 770.401.8753
InternetSafety@DemossGroup.com

PARENTS' MOST-TRUSTED NAME IN ONLINE SAFETY LAUNCHES NEW NAME AND LARGER MISSION

- **SafeBrowse.com Is Now InternetSafety.com™**
- **Name Change Heralds Firm's Continued Commitment to Serve Parents and Combat Ever-Evolving Range of Online Threats**

ATLANTA, July 18, 2007—SafeBrowse.com, maker of *Safe Eyes™*—the online safety software that was recently awarded *PC Magazine's* Editor's Choice Award for the second consecutive year and was rated No. 1 by America's leading consumer advocacy publication—has changed its name to InternetSafety.com. The name change better reflects the company's ongoing mission of helping parents and their children enjoy all the benefits of Internet with none of the worry.

"With the Internet providing unprecedented access to negative online influences such as violence, predators and pornography, parents are searching for ways to keep their children safe online," said InternetSafety.com's CEO, Forrest Collier. *"We're launching InternetSafety.com as part of our continuing effort to provide Internet users with practical information and tools they can use to stay safe online."*

At www.InternetSafety.com, parents will be able to enjoy access to online safety information—tips, strategies, facts and statistics—designed to empower parents to make wise decisions about access to and use of the Internet. Some of the resources now available include: "Five Tips for Parents," featured articles, links to relevant online safety sites and "The Gameplan"—an Internet usage guideline for families. At www.InternetSafety.com, parents can also download a free trial of the company's award-winning, flagship content-filtering software, *Safe Eyes*.

Along with Web blocking, time control, and IM monitoring, *Safe Eyes'* unique social networking feature helps parents monitor any inappropriate or personal information that gets posted to sites such as MySpace or Facebook. These advanced reporting features can be accessed from anywhere in the world, giving parents confidence that their children are protected even when the parents are not at home.

InternetSafety.com's Chief Technology Officer Aaron Kenny sees the company as a vital ally for parents. *"Keeping children safe online requires a combination of technology, education and people—namely, engaged parents,"* said Kenny. *"InternetSafety.com's goal is to equip those parents with tools to help protect their families online."*

- **About InternetSafety.com:** Established in 1999, *InternetSafety.com* (formerly *SafeBrowse.com*) is the recognized leader in providing Internet safety solutions. Its flagship software, *Safe Eyes*, is the two-time recipient of the *PC Magazine Editors' Choice Award* and was rated as the No. 1 parental control solution by America's leading consumer advocacy publication. *Safe Eyes* and *EtherShield*—the suite of Internet filtering solutions developed by *InternetSafety.com*—are providing online protection for PCs and Macs in homes, businesses and schools in more than 70 nations worldwide.
- **PC Magazine's** review can be accessed at <http://www.pcmag.com/article2/0,1895,2142463,00.asp>.
- **Information about *Safe Eyes 5.0* and *EtherShield*** can be found at www.InternetSafety.com.