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PRESS RELEASE

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MAX.com Announces a Nationwide Program to Donate Advanced Internet Protection Software to Schools

SALT LAKE CITY, UTAH...MAX.com, an innovative developer of security software focused at online predators and pornographers, has initiated a program to provide school administrators with software to combat online pedophile and pornographic activity. The company will provide free usage of its software, MAX Protect for Kids, to any school desiring to control, filter and monitor activity on computers proactively. MAX.com is providing this free service to schools in response to the Deleting Online Predator Act ("DOPA") passed by the US House of Representative in July 2006 whereby schools and libraries must install filtering software to stop access by online predators and pornographers. DOPA is pending approval by members of the US Senate.

MAX Protect for Kids is software that proactively monitors and filters all communications on a computer desktop such as instant messaging, chat room, email or documentation preparation. It is particularly effective in thwarting unwanted activity in peer to peer networking as is used in popular community rooms such as "MySpace". This software filters all communication against a unique law enforcement recommended database of known language used by online sexual predators. Any violation of the database language prompts the computer to proactively terminate all communications and immediately notify authority figures of the specific communication: including time, date, screen images of the activity, and the involved computer IP address that prompted the shut-down. The MAX Protect for Kids database can be enhanced to include personal information that parents do not want released such as addresses, phone numbers and other personal information.

In 2004, the developers of the software conducted a research program to review the impact and effectiveness of combating unwanted sexual content and communications on school computers using an enterprise version of MAX Protect of Kids. The software was installed on 1600 school computers in a school with 1800 students. In the monitoring-only mode which identified violations but did not terminate the activity, the software reported over 20,000 violations in the first two weeks. After a full version of the software was implemented, the level of violations dropped to less than 10 per week.

With the significant decrease in online violations, this study also revealed a direct improvement in school academic performance following activation of the MAX software: The grade point average of the students increased by an average of 10 points in the subsequent school term. This was attributed to a direct correlation of school computers being utilized for study rather than personal communications.



The software products of MAX.com have recently received the endorsement of the SAFENOWPROJECT™, a national nonprofit organization that creates advocates and promotes community-based strategies and resources to eliminate child sexual abuse. As a quickly rising leader in the promotion of safety and child protection, the SAFENOWPROJECT™ provides citizens, businesses, and government leaders with opportunities to mobilize community action for safety through innovative community awareness and action-based campaigns. According to the organization's founder Margaret Bullens, "SAFENOWPROJECT™ recommends MAX Protect for Kids for all parents and schools as the most comprehensive software solution available to protect children from online dangers posed by Internet sexual predators and pornography. Safety education, along with the proactive, preventative software provided by MAX is necessary to ensure that the children we love have the greatest protection possible." To learn more or become an involved participant in SAFENOWPROJECT's efforts, visit www.safenowproject.org.

David V. Lott, CEO of MAX.com further added, "As a nation, we have a problem. Our children are being assaulted and stalked by individuals for perverted pleasures. One expert, Dr. Jim Tanner, estimates "there are at least 621,000 convicted sex offenders in the US currently accessing the Internet. The rise in social networking site usage and the expansion of the Internet into other technologies sharply increases the chance of youth receiving unwanted solicitations." The actual number could exceed 7 million. The recently released Online Victimization of Youth: Five Years Later (www.missingkids.com/en_US/publications/NC167.pdf) indicates youth are still being victimized over the Internet. The study revealed 9 out of 10 children have Internet access at home and in the past year 1 in 7 were exposed to unwanted sexual solicitations, 1 in 3 were exposed to unwanted sexual content, 1 in 3 used the Internet to communicate with someone they did not know in person, and 1 in 11 were harassed online. And all of this is despite the 40% increase in the usage of parental filters. Parental filters are simply not effective. We, at MAX, are standing the line for our children. Our first line of defense is our homes. The second line is at our schools. Therefore, we are providing the usage of our software for schools at no charge. We appreciate the US House of Representatives in their willingness to combat the problem by introducing and passing the "DOPA of 2007" and hope that citizens will encourage members of the Senate help make this a federal law. We firmly believe that our software effectively addresses the needs of DOPA. It is time to take a stand to offer the greatest protection for our children against online predators. 'NOT in my home, NOT with my children'. Join us by implementing MAX Protect for Kids today.

More information about MAX Protect for Kids can be found at www.max.com

School administrators interested in the use of MAX software are encouraged to call the company or fill out the online registration form at <http://www.max.com/site/maxprotect.school.registration.shtml>