



## *NEWS RELEASE*

### **For Immediate Release**

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### **For More Information**

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## **Proliferation of Cyber Bullying and Cyber Predators Prompts Need for Better Online Protection for Kids**

*CyberPatrol Online Protection® Targets Cyber Bullies and Cyber Predators with New Monitoring Technologies*

According to a recent survey commissioned by the U.S Department of Justice, cyber bullying and exposure to cyber predators are at an all-time high. According to the DOJ study, more than 43% of teenagers report being victims of cyber bullying. In those cases 9 out of 10 victims knew the person/persons who were bullying them, and only 10% ever told their parents what was going on. These are scary statistics to learn of when considering the number of child/teen suicides that were triggered by cyber bullying over the past 2 years.

To arm parents and administrators against these Internet threats, CyberPatrol is introducing powerful new software that helps to protect children from cyber-bullying, cyber predators and exposure to pornography.

For the first time ever, CyberPatrol Online Protection® will allow parents to effectively monitor online chat conversations in AOL IM, Facebook, MySpace and others. With CyberPatrol Online Protection's new Cyber Bullying Alerts, parents are made aware immediately when a cyber bullying "trigger word" is used in an online chat whether it is from an outgoing or incoming message. Parents are informed what was said and by whom, so that they can move to nip the problem before a potentially more serious circumstance ensues. Providing parents even additional peace of mind, the new cyber predator alert function notifies parents when cyber predator "trigger words" are used in an online chat.

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The new CyberPatrol Online Protection software set to launch on March 23<sup>rd</sup> on CyberPatrol.com has also been designed with a more user-friendly interface and expanded customization options – designed to allow parents to ensure that every member of a household has custom preferences set to govern their specific Internet usage. Like its predecessor CyberPatrol Parental Controls®, CyberPatrol Online Protection allows parents the ability to filter inappropriate content, block specific websites, monitor and regulate each child’s time spent on the Internet and provide detailed reports of users that tried to access a designated “blocked” site. CyberPatrol Online Protection will also offer parents the opportunity to have email alerts sent to them as well as to access their family’s monitoring reports from any PC connected to the Internet, at anytime with the new Remote Access feature.

“The Internet is a dangerous place and just like we teach our children not to converse with strangers on the street and not to run red lights when they’re driving, we need to teach children about what to look out for online,” said Sancin. “We’re really excited about the new Cyber Bullying and Cyber Predator Alerts, as we feel that those are areas that have been severely lacking in current parental controls software on the market. No matter how thorough of a parental controls program you have, it is still no substitute for good parenting, but it really can provide some help in safely guiding children online.”

CyberPatrol Online Protection will be available for download at [www.cyberpatrol.com](http://www.cyberpatrol.com) for \$49.95 for a one-year license that protects 3 PCs. For more information or a free 15-day trial visit [www.cyberpatrol.com](http://www.cyberpatrol.com).

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### **About CyberPatrol**

CyberPatrol is a pioneer and leader in the web filtering market. Launched in 1995 CyberPatrol aims to help protect people online. The product line includes CyberPatrol Online Protection and CyberPatrol SiteSURV Web Filtering, which are cost-effective and easy to use, and implement. CyberPatrol is recommended regularly as the product of choice for online safety by many parent and computer publications. Its award-winning software is relied upon and trusted by parents, schools, libraries and businesses around the world to monitor and manage their users’ Internet access. Learn more about CyberPatrol at [www.cyberpatrol.com](http://www.cyberpatrol.com).