



BeNetSafe™

Protect your family from internet predators.

Press Release

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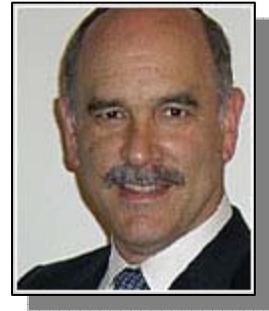
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BeNetSafe Names Philip Rosenthal Computer Forensic Expert Advisor

A computer and Internet safety expert, Rosenthal brings 30+ years of global crime deterrent knowledge and experience

SHERMAN OAKS, Calif. (August 29, 2006) – BeNetSafe (www.benetsafe.com) today announces that it has added Philip Rosenthal to its team as a key advisor in its ongoing efforts to protect children by providing a safer Internet space. BeNetSafe is an Internet-based subscription chaperone service designed for parents to track their kids' online activities within today's popular social networking environments. The subscription service launched this summer is currently designed for use with MySpace, the largest social networking site, with plans to support monitoring of profiles on other popular social networking sites in the immediate future. Rosenthal's extensive background as a Computer Forensic Investigator will allow him to advise BeNetSafe on issues and policies that will continue to strengthen the company's services so that parents can be taking every precaution to safeguard the interests of their children. Rosenthal is not being compensated for advising BeNetSafe.

Rosenthal's diverse background includes working assistance with the FBI, US Secret Service, NY Attorney General, Israel National Police, New Scotland Yard and countless other law enforcement agencies in various high-tech related cases. He is a member of the US Secret Service Electronic Crimes Task Force as well as the High Tech Crime Consortium (HTCC). He is certified in Computer Forensics by the International Association of Computer Investigative Specialists (IACIS).

Philip Rosenthal Joins BeNetSafe as Law Enforcement Advisor
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Rosenthal speaks extensively around the world regarding obsessive computer behaviors, computer based child abuse, online bullying, online gambling and Internet safety. He is recognized as an expert in his field and is called upon regularly for consultation with mental health care professionals, schools, lay people, and community leaders. For further details visit www.philiprosenthal.org.

About BeNetSafe

We are concerned parents and technology veterans. We have great faith in our own children, and in the transformational power of the Internet. We believe our job as parents is to trust but verify, and our job as technologists is to help build safeguards, checks and balances into the online environment so our children can enjoy and we can relax.

We are proud to be moving online protection to the next level with advanced technology that tracks online activity with unprecedented precision. For more information, visit the company's Web site at www.BeNetSafe.com, call us at: 888-400-4040, or email us directly at: safe@benetsafe.com.

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