

CRISP® ANNOUNCE NETMODERATOR™ FOR USER GENERATED CONTENT

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Crisp Thinking, the UK-based online user protection specialist, today announced the rollout of its groundbreaking new NetModerator™ version, NetModerator™ for User Generated Content (UGC), the first comprehensive, self-learning product capable of dealing with the full range of UGC (Image, Video and Text).

The latest in Crisp's long line of award-winning online safety solutions, NetModerator™ for UGC extends Crisp's existing market leading NetModerator™ platform to cover image, video and text submissions such as brand abuse, griefing, spam, pornography and obscenity.

UGC is exploding, but the moderation costs are becoming a headache for many organisations and businesses. NetModerator™ for UGC is the fastest, largely automated moderation interface available. Set to become the industry standard moderation tool, it allows moderators to process the greatest number of videos and images per hour alongside highly developed text analysis engine that can block inappropriate or dangerous content instantly.

NetModerator™ for UGC not only uses the best individual engines to analyse image, video and text but, because 99 per cent of bad content comes from just one per cent of users, it also profiles user behaviour in the short, medium and long term giving moderators a complete, comprehensive picture across all types of submission.

Crisp® is the world's leading expert on the detection and analysis of inappropriate online behaviour. Adam Hildreth, Founder of Crisp®, says: "Our NetModerator™ platform is already the leading moderation product globally, but now with the addition of NetModerator™ for UGC, it's set to revolutionise the way all companies moderate across the board. Not only is it faster and more comprehensive than anything else, it's also a great deal more sophisticated. Companies can now control their entire online resources using one single, semi-automated tool, cutting costs and increasing the safety of their customers and their brand.

"We've been at the forefront of online child safety for a number of years and NetModerator™ for UGC is the logical next step. Working with our partners and customers we've designed a scalable, cost-effective tool that allows the complete control of a totally brand safe environment. It will enable companies to see much more and do much more than any other product - to moderate, enforce and analyse their UGC content in huge depth. It effectively allows you to take back control of your space."

NetModerator™ for UGC has been in Beta testing with a number of Crisp's high profile clients and will be ready for general release, as a stand-alone system, or as a package with other NetModerator™ products, within Q3 2009.

Crisp® clients include, among others, Cartoon Network, Xivio, ReelFX, Sky and Tiscali. Full details of all Crisp Thinking solutions can be found at www.crispthinking.com.

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Notes to Editors

About Crisp®:

Crisp® is the foremost expert on the dangers of online grooming and internet bullying within children's online experiences covering social networks, instant messaging to online games. With offices in the UK and the United States, Crisp® has developed a comprehensive range of child protection solutions for home internet users, schools, charities, ISPs, MMO and social networking site developers and publishers.

Since 2005, its specialist technology has been identifying sexually inappropriate, threatening and abusive content and relationships across millions of online conversations, protecting thousands of children, every day.

Crisp® analyses massive amounts of message traffic daily and see the threats emerging before anyone else. Its analysis engines are constantly updated to detect these new behaviours, use of languages and slang, as well as new abuse tactics and provide its end users with the most up-to-date online child safety service available today.

In 2007, Cambridge University independently tested the Crisp® technology to an accuracy level of 98.4%, the only technology of its type in the world with this high level of accuracy.

The vast global insight the Crisp® network provides unique visibility into ever changing inappropriate online behaviour patterns and enables the highest level of online child safety available today.

Crisp® technology is trusted and utilised by hundreds of thousands of parents, schools, international media organisations worldwide and some of the UK's largest Internet Service Providers.