

FOR IMMEDIATE RELEASE

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**U.S. Postal Inspection Service and the National Center for Missing & Exploited Children
Join Together to Launch 2 SMRT 4U Internet Safety Campaign**

*Teen actress Hayden Panettiere and TEEN VOGUE It Girls™ Speak Out About
Internet Safety and Encourage Teens to Wear 2 SMRT 4U Ring*

Washington, D.C. – The U.S. Postal Inspection Service® and the National Center for Missing & Exploited Children® (NCMEC) today announced the launch of the **2 SMRT 4U™** campaign, an effort to encourage teens to practice safe, smart habits when posting information about themselves on social networking Web sites and blogs. TEEN VOGUE, the Condé Nast publication with a readership audience of 4.5 million young women, will play an integral role in the campaign by disseminating information to readers and creating awareness through a custom-created print advertising campaign and dedicated Web site, along with visibility at special events. The program is in support of the U.S. Attorney General's initiative, Project Safe Childhood.

Seventeen year-old actress Hayden Panettiere, star of NBC's "Heroes," serves as the campaign's spokesperson. She is among the first to wear the **2 SMRT 4U** ring, demonstrating that she thinks before posting personal information on the Internet.

"As the popularity and usage of online social networking sites continue to flourish, it is essential that we empower youth to be cautious, aware and intelligent about the information they post," said Lee Heath, Chief Postal Inspector. "The **2 SMRT 4U** campaign, and its tagline, 'Type Smart. Post Wisely,' is a Postal Inspection Service-led effort designed to reinforce the U.S. Attorney General's Project Safe Childhood initiative to promote Internet safety. We hope it will help remind teens of the importance of navigating smartly and thinking before posting personal information online."

A recent study conducted by University of New Hampshire researchers for NCMEC found that approximately 1 in 7 youth are sexually solicited online, with the majority of sexual solicitations (70%) targeted toward girls.

"By visiting the **2 SMRT 4U** Web site, we're putting tools into the hands of teen girls to be safer about how they navigate online social networking sites and blogs," said Ernie Allen, President and CEO of NCMEC. "We know that online communities serve as a fun gathering place for young people to get to know one another virtually; but we want for teens to be smarter, so they don't engage in behavior that could put themselves or their friends at risk for online victimization."

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To further elevate awareness of safer online practices, campaign promotional partner TEEN VOGUE highlighted 2 SMRT 4U at its "Fashion University" event, which took place Oct. 27-29, 2006, in New York City. 2 SMRT 4U rings were made available for the first time and approximately 500 rings were distributed to teens participating in a weekend-long seminar where fashion industry experts led courses on fashion merchandising, design and marketing. The next issue of TEEN VOGUE, on stands Nov. 21, will include a four-page promotional section featuring 2 SMRT 4U tips and resources for safer posting of personal information online.

"This is just the beginning of TEEN VOGUE's participation in the 2 SMRT 4U campaign," said Jane Grenier, Associate Publisher, Marketing, of the magazine. "TEEN VOGUE will continue to cover the topic of online predators using means that inform and empower youth to make smart decisions when interacting on the Web."

The campaign's Web site, 2SMRT4U.com, includes tips, information, links to additional resources and sites where incidences of online enticement can be reported. It will also feature real-life stories adapted from NCMEC cases, as well as video vignettes from TEEN VOGUE It Girls living in Los Angeles, Chicago, Washington, D.C., and Birmingham, Ala. The It Girls are members of an online reader panel that provides an exclusive window on the teen-girl world through the point of view of some of TEEN VOGUE's most responsive readers. Currently numbering more than 93,000, the panel has achieved steady growth since launch.

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ABOUT THE U.S. POSTAL INSPECTION SERVICE

The mission of the United States Postal Inspection Service[®] is to protect the U.S. Postal Service, its employees and its customers from criminal attack, and protect the nation's mail system from criminal misuse. U.S. Postal Inspectors began investigating child pornography related offenses in 1977 with the enactment of the first federal law specifically designed to protect children from commercialized sexual exploitation – the Federal Sexual Exploitation of Children Act of 1977. With the enactment of the Federal Child Protection Act of 1984, the U.S. Postal Inspection Service began tracking the number of arrested child exploiters -- presently totaling over 5,000. In 1997, the Inspection Service began tracking the number of arrested child exploiters who were also child molesters. Since 1997, 832 child molesters were identified and stopped, and 1,078 victimized children were rescued. Today, almost all child exploitation investigations conducted by Postal Inspectors involve the Internet, in addition to the U.S. Mail. Actual child molesters are identified in one out of three cases where Postal Inspectors make arrests. For more information on the U.S. Postal Inspection Service, contact Ray Smith, Assistant Inspector in Charge of the Special Investigations Division at (202)268-4286 or visit www.usps.com/postalinspectors.

ABOUT THE NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN (NCMEC)

The National Center for Missing & Exploited Children (NCMEC) is a 501(c)(3) nonprofit organization, that works in cooperation with the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention. NCMEC's congressionally mandated CyberTipline, a reporting mechanism for child sexual exploitation, has handled more than 401,200 leads. Since its establishment in 1984, NCMEC has assisted law enforcement with more than 122,600 missing child cases, resulting in the recovery of more than 104,900 children. The NetSmartz Workshop, an

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interactive, educational resource from NCMEC and Boys & Girls Clubs of America is designed to enhance the ability of children to recognize potential dangers on the Internet while increasing communication between adults and children about online safety. For more information about NCMEC, call its toll-free, 24 hour hotline at 1-800-THE-LOST or visit its web site at www.missingkids.com.

ABOUT TEEN VOGUE

As a leading magazine among teen girls, TEEN VOGUE (a Condé Nast publication) is a trusted source of information for young women wanting to learn about personal style and fashion trends and just as important, how to be an informed and active part of society. By joining forces with the U.S. Postal Inspection Service and the National Center for Missing & Exploited Children, TEEN VOGUE seeks to spread the message of online safety far and wide using various TEEN VOGUE communication components. For more information about TEEN VOGUE, contact Susan Martin, Director of Public Relations, (212) 286-6523 or Jane Grenier, Associate Publisher, Marketing, (212) 286-2797.

ABOUT PROJECT SAFE CHILDHOOD

In February 2006, Attorney General Alberto R. Gonzales created Project Safe Childhood, a nationwide initiative designed to protect children from online exploitation and abuse. Marshalling federal, state and local resources, Project Safe Childhood increases coordination between law enforcement to better locate, apprehend, and prosecute individuals who exploit children via the Internet, as well as identify and rescue victims. The U.S. Postal Inspection Service is a federal law enforcement partner of the Department of Justice's Project Safe Childhood. For more information about Project Safe Childhood, contact Kimberly Smith, Office of Public Affairs, U.S. Department of Justice, (202) 514-2007, www.projectsafechildhood.gov.