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**THE SAFE SIDE TEACHES *INTERNET SAFETY* WITH FUNNY
AND ENTERTAINING NEW DVD IN STORES TODAY**

Internet Safety DVD Teaches Children Ages 7-12 Lessons for Staying Safer Online

DENVER, Colo. – October 10, 2006 – What can parents do to help protect their children from the potential Internet risks dominating today’s headlines? The Safe Side (www.thesafeside.com), a company designed to teach, empower and entertain children, founded last year by Julie Clark (founder of The Baby Einstein Company) and John Walsh (host of America’s Most Wanted), will do its part to help answer this question when it releases its new *Internet Safety* DVD today.

The statistics behind the headlines can be alarming. According to a study conducted by University of New Hampshire researchers for the National Center for Missing & Exploited Children® (NCMEC), one in seven children online receives unwanted sexual solicitations over the Internet. Media focus on these issues captures huge ratings and gives parents graphic warnings about the dangers of online predators. Still, Internet usage continues to grow and social networking sites are exploding in popularity, particularly among children and young adults. And while shows such as these warn of potential Internet dangers, there is not enough focus on how to equip our children with vital safety tools.

“Our goal for the *Internet Safety* DVD is to connect with children as they are first beginning to explore the web,” said Julie Clark. “We believe it’s crucial to start teaching even the youngest computer users how to have a positive and safe Internet experience, when they are still wide open to this message. We do it with a product that they *want* to watch.”

Internet Safety, designed for children ages 7 to 12, explores the world of E-mail, downloads, pop-ups and chat rooms, and provides information about the potential risks that can arise when children use the Internet. The DVD is distinctive among a growing segment of safety-related products because of its entertaining and direct approach that makes learning about safety fun for children. The DVD’s creators have crafted a watchable and very funny program without sacrificing the integrity of the message, thanks in part to The Safe Side’s central character, Safe Side Superchick, a smart and appealing champion for kids’ safety. NetSmartz, NCMEC’s online safety program, participated in the creation of the DVD by providing characters, animation sequences, and collaborated with Safe Side in writing the script. Clicky, the NetSmartz spokesrobot, is featured in the DVD to represent the NetSmartz mission of keeping kids safer on the Internet.

“The Internet can be a valuable educational and entertaining tool to help children, but with one click, it can also be an extremely harmful place,” said John Walsh. “While danger is out there, keeping the messages of Internet safety positive and empowering for children is what makes our new DVD great for kids. Protecting children in the cyber world is one of our greatest challenges. I’m very proud, once again, to team up with Julie Clark to help keep kids safe.”

As with all Safe Side products, ten percent of gross proceeds from the *Internet Safety* DVD's sales will be donated to NCMEC.

"Our children today are growing up in a digital age. They need to learn early in life about Internet safety, just as they learn about crossing the street," said Ernie Allen, president and CEO of NCMEC. "We are delighted to see this new, positive and fun educational resource available for children. We hope that many parents and guardians will use this educational DVD to start an ongoing conversation with their children about online safety."

Internet Safety is the second installment in The Safe Side DVD series. *Stranger Safety*, released last year, was named Parenting Magazine's Video of the Year. The video has won numerous awards, including an Emmy, a Film Advisory Board Award of Excellence, a Platinum Award from The Mom's Choice Foundation, an iParenting Media Award, approval by the Dove Foundation Board, and an endorsement from Kids First!. Additionally, that DVD features a companion music CD, *Cool Tunes: Songs to Keep Cool Kids on the Safe Side*.

Internet Safety will be distributed to general market retail through Sony Wonder (www.sonywonder.com). Christian retail sales are handled by EMI CMG Distribution (www.EMICMGDistribution.com).

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About The Safe Side

The Safe Side was founded in 2005 as a media company designed to teach important safety messages to children in an upbeat and positive way. For more information about the company, visit www.thesafeside.com.

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. 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.