



Privo Puts Parents in Charge Online with Information Cards

Privo, Azigo and Microsoft Work Together to Protect Youngsters with Enhanced Identity Verification

VIENNA, VA, June 16, 2009 - Privo, a leading provider of trusted authentication for minors and parent permission management solutions, has put a new tool in the hands of parents and its customers to provide a safer online environment for minors: Information Cards that convey verified parental information.

Privo helps parents keep their children safer online by providing an identity management and parental consent offering that enables parents to control their children's online activities as well as the data they are allowed to disclose. Privo is issuing Information Cards to parents that have verified their identity and have asserted a custodial relationship.

Information Cards are a new technology supported by Azigo, Microsoft and other industry leaders, that lets people control how they release personal information online. Information Cards are the online equivalent of a driver's license or passport, enabling people to "show their ID" when visiting web sites. Before Information Cards, the only way to verify identity online was through expensive third-party verification services. By contrast, when people use their cards at a web site, they create a secure, user-controlled channel for the real-time delivery of personal data from the card issuer to the relying web site. Information Cards not only enhance privacy by limiting the disclosure of personal data, but they also increase security through end-to-end data encryption that protects people from phishing and other web attacks.

Parents can already use their Privo Information Cards at sites such as www.socalredskins.com, www.sparktop.org and www.kawasakisalesrewards.com. More sites will be available soon. Privo's cards also provide information that is compatible with Acxiom's recently-issued "Identity Card" and Equifax's "Age 18 or Over" card.

Privo has partnered with Azigo, a leader in user-centric identity management, for assistance in issuing its Information Cards. Privo is using Azigo's CardPress™ hosted card issuing service to offer parents Information Cards that interoperate with Identity Selector software products such as Microsoft's Windows CardSpace and Azigo's Azigo. Selectors are a new software tool that operate as an extension to a Web browser.

"It's exciting to see Information Card technology moving out of the development labs and into real world applications," said Jeff Carter, CEO of Azigo, "especially when those applications provide such a valuable service."

Privo is a member of Microsoft's Startup Accelerator Program, designed to help startups accelerate software development and market visibility through customized engagement plans. Microsoft helped Privo by providing technical expertise to help shape their design and implementation so that Privo could follow best practices and gain the greatest acceptance by their users.

"Through their Information Cards, Privo is addressing key pain points in the rapidly evolving online identity space," said Yi-Jian Ngo, director for the Emerging Business Team at Microsoft Corp. "We are

thrilled to be collaborating with them as they provide innovative solutions that help their customers have safer online experiences.

"Information Cards can help make the Internet safer for children," said Denise Tayloe, Founder, President and Chief Executive Officer of Privo. "Information Cards enable a future in which a parent's identity can be verified without additional disclosure of his or her true identity. CardPress was a fast, easy way for us to quickly get to market with Information Cards. The support and guidance we received from the Microsoft Startup Accelerator Program was invaluable in accelerating the development of our Parental Information Cards, as well as positioning them for adoption by our mutual customers."

"Privo's Parent Information Cards are an important step towards enabling people to be in control of their interactions online, while enabling sites to know, when appropriate, that the identity of the user has been verified, and how it was verified", said Michael B. Jones, Director of Identity Partnerships at Microsoft Corporation. "Privo has issued the first verified Information Cards that lets its users use their cards at any sites willing to accept them, rather than just at a restricted list of partner sites. Furthermore, using publicly-available identity data representations developed in cooperation with the Information Card Foundation enables Privo's cards to be interoperable with those from other issuers."

"Azigo is committed to driving the adoption of Information Cards," added Jack Connors, President of Azigo. "Our CardPress service is a key enabler to most of the major Information Card issuers, and we're pleased to welcome Privo to our fast-growing list of CardPress customers that includes Equifax and others."

About Azigo

Azigo is committed to giving people greater control over their digital footprint, providing individuals an "always on" connection to their accounts, profiles, and relationships with friends and businesses they trust. The company offers related services that enable businesses to create durable, digital relationships with their customers, enabling opt-in delivery of relevant messages wherever their customers go in the virtual and physical world.

Azigo creates and uses open source technology in the development of its solutions, and is a member of the Information Card Foundation (<http://www.informationcard.net>). For more information about Azigo, please visit <http://www.azigo.com>.

About Privo

Privo is the first and only identity solutions provider which is also an FTC recognized independent certifier of companies' compliance with the increasingly important Children's Online Privacy Protection Act (COPPA). As the leading third party provider of children's identity protection and parental permission management software, services and consulting, Privo addresses the need to create safe, secure online communities for youth audiences and enable client companies to initiate and manage responsible relationships with their online consumers. Please visit www.privo.com for more information.

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