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## **KIDZUI LAUNCHES NEW FREE VERSION OF AWARD-WINNING KIDS' WEB BROWSER**

*Allows Children to Safely and Easily Explore the Best Kid-Friendly Internet Content*

**SAN DIEGO, CA** (November 9, 2010) – KidZui, the leading developer of the award-winning Internet browser for kids, today announced the launch of their newest upgraded browser, KidZui K2. The K2 browser is faster and simpler to use, making it even easier for children ages three to twelve to explore millions of websites, YouTube videos, online games and more. In addition, K2 is completely free for all children to enjoy the Internet safely.

“KidZui is focused on opening up the web as much as possible to support kid’s autonomous exploration of the internet while also assuring parents of a safe and secure online environment. We’re excited to launch the new K2 web browser to offer families the best way for young children to use the internet safely,” said Cliff Boro, CEO and Co-founder of KidZui. “Building on the success of the original KidZui browser, our goal with the upgraded K2 version was to make the program even more accessible, easier and faster for younger children to use, while at the same time making it feel less childlike and more like a regular grown-up’s browser.”

KidZui K2 provides millions of kid-friendly websites that are pre-approved by hundreds of teachers and parents, including 8,600 related categories for maximized search functionality and learning; for example, a search for ‘dinosaurs’ will be one click away from learning about other prehistoric animals and ultimately an entire ‘science’ category. This quality is designed to most closely mirror that of a traditional web-browsing experience. To further instill a sense of security, parents can register to receive free parental controls and weekly email reports about what their children are viewing online, allowing parents to effectively monitor activity and stay in touch with their child’s evolving interests.

“Parents don’t know where to turn for help on keeping their younger kids safe online without having to become an MIT rocket scientist,” states Dr. Parry Aftab, Internet Privacy & Security Lawyer and Managing Director of WiredTrust. “KidZui’s approach of finding great and fun content, vetting it to keep the good stuff and lose the bad and putting it all in one place is a brilliant one whose time has come.”

A new streamlined user interface design and free rapid download installation of less than 3MB to PC and Mac makes KidZui K2 a full-featured “plug and play” program for families with young children. Also, for the first time, KidZui K2 is entirely free with no membership regulations. An updated FireFox plug-in is available as well, making it easy for parents that use Firefox to seamlessly add KidZui to their existing browser. When KidZui K2 is successfully installed, an icon appears on the desktop for children to instantly access a fun and safe Internet environment for seemingly boundless online activity.

### **About KidZui**

KidZui is the leading developer of the award-winning Internet browser for kids. Founded in 2006, KidZui is pre-loaded with millions of kid-friendly websites, YouTube videos, online games, and pictures. To date, KidZui has over one million child and parent users. The company was awarded with the Editor’s Choice Children’s Technology Review, the Parents Choice Award, and the Wired Safety Best of the Web Award. KidZui is privately-held, backed by Mission Ventures, Emergence Capital Partners, First Round Capital, Maveron, and the Scholastic Corporation. The company is headquartered in San Diego, California. For more information, visit <http://www.kidzui.com>.

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