



FOR IMMEDIATE RELEASE

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JustFriends.com, Inc. is a Missouri-based corporation dedicated to working with youth and families. Bob Calvert, Founder of JustFriends.com is proud to partner with ICRA.

"We are proud to partner with ICRA and to be a part of today's event. JustFriends.com has implemented the ICRA labeling system into the JustSafe.com site and will have the coding embedded in all existing and future sites," said Bob Calvert, founder of the JustFriends.com. "We have signed a partnering letter announcing that we will be working with ICRA. This letter is now on our Web site. "

ICRA is a global non-profit organization of Internet industry leaders committed to making the Internet safer for children while respecting the rights of content providers.

"JustFriends.com provides parents a complete menu of family-friendly Internet services. They recognize that children use the Internet in multiple ways and to address this, they offer families multi-faceted solutions," said Mary Lou Kenny, director of ICRA North America. "This aggressive stand epitomizes responsible Internet policy. ICRA looks forward to working with JustFriends.com on innovative ways to further our commitment to child online safety. "

The ICRAfilter was developed as a transparent, freely available tool that enables parents to control access to material they deem inappropriate or potentially harmful to their children, while at the same time protecting freedom of expression. The ICRAfilter is based on the idea that self-labeling is the most democratic and transparent way of dealing with vast amounts of content, and that self-labeling is the primary technology for achieving the balance of several interests. We at JustFriends.Com are excited to join with ICRA in this worthy endeavor.

JustFriends.com, Inc. will be offering the ICRAfilter on our Web site with our Filtered Solutions to all visitors.

Just Friends Services:

Filtered E-mail that blocks hundreds of thousands of pornographic, foul language, hate, bomb making and illegal sites from sending our subscribers e-mail. Foul language words will be zapped out. Plus this free service will have unique spam features. There will be multiple domain names for our subscribers to choose from. No longer will youth and other Internet surfers receive unsolicited e-mails from unwanted Web sites!

SurfTheNet Our filtering software program downloads onto computers. This technology gives Internet surfers server side filtering and will work with most ISP's. Now families, businesses and

organizations can surf the Internet with the best filtering without changing their ISP's. Watch our Web site for the official launching of these two services!

Monitored Chat Rooms There is a teen monitored chat room. There is a chat room for parents, abstinence educators and organizers, and more. There are also links to other monitored chat rooms. Providing safety on the Internet while in chat rooms, especially for our youth, is a priority for JustFriends.Com, Inc.

JustFriends.MALL, for youth, families, businesses and organizations is now open. There are and will be more items to help youth with issues related to peer pressure, abstinence, not using drugs, alcohol or tobacco plus there will be books, music, movies, CD's, games, toys, clothing, health products, services and tools for businesses, low per minute long distance services, a family ISP, and much more. We are looking for companies to partner with!

The Transporter is a free Family Directory where Family Safe Web sites can list their Web sites. All businesses and retail stores will want to hear about our Free Members Card to be announced soon. There is a growing Abstinence Information Center plus much more in our site. JustFriends.com is launching as an alliance of many companies and organizations, with the goal of reaching out to all youth and families.

JustFriends.com Associate Program is for individuals, stores, companies or organizations. Retail stores can place our brochures on their counter for their customers to pick up. Web sites can put our banner on their site. Corporations and organizations can announce our services as value-added services to their customers and constituencies.

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