



FOR IMMEDIATE RELEASE

Press Contact:

Julie Martin
Buzz Communications
Voice: 315-363-4814
Email: julie@buzzcommunications.com

Resellers Deliver Quick ROI by Helping Curb Unauthorized Internet Use at Work

Pearl Software Inc. Unveils Preferred Partner Program

Philadelphia, PA — August 1, 2001 — Pearl Software today introduced its new Preferred Partner Program, delivering strong financial incentives to channel partners and a quick return on investment to end-users. Pearl Echo® Global Internet Management™ Software, a customizable application that allows companies to manage Internet use by employees, is sold primarily to the corporate market through resellers, system integrators, consultants and service providers. The program expands on already established strategic alliances with AT&T, Road Runner and Earth Link, who promote Pearl's products to home consumers.

"Our resellers are trusted resources in the eyes of their customers," said David Fertell, co-founder and CEO of Pearl Software. "Companies seek a quick and easy solution to losses suffered from security breaches, viruses or lost time by employees who surf the 'Net at work. Pearl Software's resellers provide a proactive software solution to protect their clients' best interests."

Pearl Echo manages most forms of Internet communications including Web browsing, file transfers (FTP), News Groups (NNTP), Chat (IRC), Email, Web-Chat, Web-Mail, ICQ Chat and AOL's Instant Messenger. Pearl Echo can also be set to filter keywords and phrases to protect privacy and the dissemination of confidential, company information.

"A salaried employee earning \$40,000 a year can cost his or her employer at least \$5,000 a year just by playing around on the Internet for an hour a day," said Fertell. "What's regarded as 'harmless' time on the Internet actually carries a very real cost to a company's bottom line."

Pearl Echo is the first application that permits employers to manage Internet use by employees who are working remotely as well as those who are based on-site. Pearl Echo workstations can be configured to connect to any remote server, allowing companies to centralize Internet access management or outsource the job to an ASP.

The Pearl Preferred Partner Program provides members with generous sales margins, dedicated channel sales support, qualified leads and access to online marketing materials, while controlling costs for customers who seek to increase employee productivity and preserve access bandwidth for planned and intended network use.

A free, five-user trial version of Pearl Echo is available at www.PearlEcho.com. Information about the Pearl Software Preferred Partner Program is also available online, by calling 800 PEARL-96 or by e-mailing reseller.info@pearlsoftware.com.

David Fertell and Joe Field founded Pearl Software Inc. in 1996. The company provides network-enabled products to the growing Internet user community. Pearl Software's key, patent-pending products include Pearl Echo and Cyber Snoop[®] Desktop, which allows parents and educators to monitor children's online activity. The company also offers browser control software, TakeMeHome[™], and is commercializing an emergency chat response system, Chat911[™].

#

Pearl Echo and Cyber Snoop are registered trademarks and Global Internet Management, TakeMeHome and Chat911 are trademarks of Pearl Software, Inc. All other brand and product names are trademarks of their respective owners.

© 2001 Pearl Software, Inc. All rights reserved.