

## NEWS RELEASE

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For Immediate Release

### Cyber Snoop, Internet Monitoring And Control Software, Included On CD-ROM Samplers Distributed With General Mills Cereal Boxes Nationwide

Exton, PA - November 15, 1999 - Upon purchasing General Mills' Cinnamon Toast Crunch and/or Frosted Cheerios cereal this November, parents will take an extra step in promoting their children's entertainment as well as safety. Pearl Software has teamed with Channelware, General Mills (GIS), Disney Interactive (DIS), and EarthLink (ELNK), a leading Internet service provider, to distribute a promotional CD-ROM sampler disc. This disc will include interactive CD-ROM games, limited free Internet access and Pearl Software's Cyber Snoop. This Internet monitoring and control software encourages responsible Internet usage and safeguards personal information allowing complete control over all Internet activity.

While the Internet is abundant with valuable activities and resources, a large portion of it remains for adult audiences only. The five million CD-ROM samplers that will be shrink-wrapped to the front of the cereal boxes will provide extensive interactive entertainment for kids as well as parental monitoring and control over Internet content. A 60 day trial version of Cyber Snoop provided on the sampler disc can be run in stealth mode and can easily be upgraded to a non-expiring version by purchasing an activation key from Pearl Software.

"By providing the children with 'good clean fun' and the parents with the means to protect their children from inappropriate material or interaction on the Internet," says Pearl software's CEO, David Fertell, "the Internet can be an invaluable tool for entertainment, research and learning for the whole family."

Pearl Software, Inc. provides network-enabled products to the growing Internet using community. Products including Cyber Snoop, Private-I and TakeMeHome, provide a realistic means to promote the safety and protect the privacy of those accessing the Internet. Pearl Software is a Microsoft Certified Solution Provider, an active participant in the White House's efforts to protect children that access the Internet and a supporter of the Pearl Software Educational Foundation.

About Disney Interactive Disney Interactive, part of the Disney Consumer products division of The Walt Disney Company, develops, markets and globally distributes a wide variety of interactive family-oriented entertainment and educational CD-ROMs and video games. About General Mills, Inc. General Mills is a leading manufacturer and marketer of consumer foods products, with annual sales of over \$6 billion. Major U.S. businesses include Big G cereals; Betty Crocker dessert, side dish and dinner mixes; snack products; Gold Medal flour; and Yoplait and Colombo yogurts. About EarthLink EarthLink is one of the world's leading Internet service providers. Through its unified EarthLink Sprint Internet access service, the company makes the Internet relevant and productive to more than 1.566 million individuals and businesses every day. EarthLink provides a full range of innovative access, hosting and e-commerce solutions to thousands of communities internationally from more than 2,300 points of presence.

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