

Cyber-Safety Expert Joins Forces with Software Company to Keep Kids Safe Online

Former Ontario Provincial Police Detective Sergeant is betting on Internet software to prevent online assaults by child pornographers and predators.

CAMBRIDGE, Ontario, May 11, 2005 (**Nickel Concepts**) – Nickel Concepts is pleased to announce today that it has entered into a partnership agreement with Kid Innovation, Inc. As a result, Nickel Concepts will have sole licensing and distribution rights to Kid Innovation’s Razzul software in Canada. The new company “Kid Innovation Canada” (www.kidinnovation.ca) will be a division of Nickel Concepts and will distribute its Razzul Software throughout Canada.

Razzul, a software package for Windows XP, provides a kid-friendly online computing giving children ages 3 to 12 the flexibility to securely and safely surf the web, play games, or send and receive spam free e-mails while locking down access to the remainder of the computer.

Nickel Concepts President, Rob Nickel, is a 14-year veteran of the Ontario Provincial Police. For over half of his career he worked online undercover dealing with criminals who tried to lure and harm children. “When I saw Razzul I knew it was the best computer and Internet protection software on the market for young children,” Nickel stated. “I have 6 and 8 year old daughters and I use RAZZUL software to keep them protected.” Nickel also lectures on Internet safety to parenting groups, school boards, and organizations throughout the world. “I know how the bad guys think, and I know what they look for.”

Kid Innovation’s software also features web-based controls that allow parents to add to or delete from the extensive list of kid-friendly web sites, track the sites the child is visiting, review e-mail communications, schedule their child’s computer access time or create automated reminders.

“Every family in Canada with children under the age of 12 should have Razzul on their computer. A one-year subscription is only \$29.95 U.S. in Canadian funds that equals “a dime a day that keeps the bad stuff away”. The team at Kid Innovation Inc. and I share the same vision,” continues Nickel, “to make the Internet a fun and safe place for all children, and affordable for any household.

Kid Innovation’s President, Tony Scamurra stated, “We are thrilled to be partnering with Nickel Concepts in bringing Razzul to Canada. With Rob Nickel’s background and qualifications in this industry, he was the clear choice for us to represent Kid Innovation in Canada.”

Nickel Concepts is planning to fully launch Kid Innovation Canada on June 1, 2005. A free 30-day trial of Razzul is available for download from our web site at <http://www.kidinnovation.ca>.

####

Kid Innovation, Inc., is a privately held company specializing in designing and developing software specifically for children. Razzul is a modular Internet application that provides a totally safe and secure and “kid-proof” environment where children can explore, play, and learn. Kid Innovation is located in Amherst, New Hampshire. For more information, go to www.kidinnovation.com.

Nickel Concepts is a Web Design and Multimedia company based in Cambridge, Ontario, Canada, that specializes in creating unique and affordable Web Sites and Marketing Material. Leveraging this experience as well as Rob Nickel’s years of online undercover police work, Nickel Concepts is pioneering efforts to raise awareness of and prevent cyber crimes against children. For more information, go to www.nickelconcepts.com or www.cyber-safety.com.

CONTACT:

Nickel Concepts

Rob Nickel, President/C.E.O.

(519) 654-0002 Ext. 1

rob@nickelconcepts.com