

Online dynamic pricing service provider Pricewhispers.com partners with Kinsa in launch of corporate social responsibility program and will donate up to \$10,000 based on summer registrations

Toronto, ON and Princeton, NJ – PriceWhispers.com has joined the Kids' Internet Safety Alliance (Kinsa) to kick off their corporate social responsibility program. As part of their objective to find, rescue and heal children who have been abused online, Kinsa is creating a global site certification process to identify web sites that are child safe and friendly. PriceWhispers.com has been analyzed by proprietary Kinsa software and has been successfully certified.

PriceWhispers.com is committing to make a donation up to \$10,000 to Kinsa based on \$1 for each registration to the PriceWhispers consumer community during the summer of 2010. This initial program is the launching event for the PriceWhispers corporate social responsibility program that aims to contribute benefits back into the online consumer domain where PriceWhispers operates. As part of the program, PriceWhispers will enable the free use of their dynamic pricing and events services to Kinsa and other charitable organizations that wish to hold online auctions to raise money.

"Being able to partner with and support Kinsa in their efforts to find, rescue and heal children around the world who have been abused through the distribution of inappropriate imagery online is a tremendous opportunity and honour for the team at PriceWhispers.com," said Neil FitzGerald, founder and chief executive of PriceWhispers Incorporated. "Providing innovative services online and operating in unique ways are things we have in common with Kinsa and as a parent who is working in the online eco-system, I have an increased sensitivity and appreciation for the work they are undertaking. I am excited about the opportunity to contribute to Kinsa on behalf of PriceWhispers and to offer free use of our services to them."

"We are happy to include PriceWhispers.com as the latest web site to successfully pass our Kinsa site certification process. This certification validates that all material on Pricewhispers.com is safe for children and no malicious links have been added to the site via third parties. PriceWhispers along with other partners including Microsoft, CGI and QuietTouch.com are helping us in our global campaign to find, rescue and heal children abused online through counselling services, training to global police forces and advocating for progressive governmental policy change." said Paul Gillespie, Founder and Chief Executive at **Kinsa**. "We look forward to working together with PriceWhispers going forward and encourage online users to join the PriceWhispers.com community through their website to help us raise money to meet our objectives."

About Pricewhispers

Pricewhispers, established in 2009 is enabling a new paradigm of consumer empowered retail and dynamic pricing by allowing consumers to specify their own non-list price commitments to retailers via an integrated interface in retailers own online web sites. Based on market research and analytic models from Cornell University, Pricewhispers enables retailers to capture more information about their consumers, and generate increased revenues and profits. You can learn more about the **Pricewhispers** consumer and retailer communities at www.pricewhispers.com.

About Kinsa – Kids' Internet Safety Alliance

Kinsa, a registered Canadian charity founded in 2004, helps to find, rescue and heal child victims of abuse whose images are shared on the Internet. These are children in our neighbourhoods, across the country, and around the world. Kinsa works with Canadian law enforcement agencies and other partners to train police officers in developing countries, giving them the expertise to find and rescue these vulnerable, unidentified children. Once rescued, victims and their families receive support to help them heal through the Mothers Online Movement (MOM), a powerful community network. You can learn more about **Kinsa** at www.Kinsa.net, by email at info@Kinsa.net or phone at 416 682 5502.

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