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PRESS RELEASE

FOR IMMEDIATE RELEASE

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New social networking site for kids launching 3rd September 2010 for ages six and upwards promises a safer environment with 24 hour monitoring, parental inclusion and support from CEOP.

Bristol, United Kingdom 31st August 2010 – Taggitt.com, an exciting new UK-based website designed 'by kidz for kidz' will launch on 3rd of September 2010 to provide a fun, safe and secure place for children aged six and upwards to enjoy all the usual features you'd expect from a social networking site plus the added feature of Whatsyatag's very own secret alphabet; "Tagg codes".

Taggitt.com is the very first social site offering all members this unique option of further privacy. The Tagg codes allow members to talk to others on the site in a design protected new alphabet which is especially useful if you are tagging in public WI-FI areas. The Tagg codes can be switched at any time whilst on the site to normal language at a click of a mouse button.

Each member will receive the Tagg code formula for free upon registration and of course the site is free for all members with a firm promise that no charge will ever be made for membership.

Entrepreneurs **Bob Hammond** and **Barry Halliday** of **Whatsyatag Ltd** (as featured on the BBC show The Dragon's Den) have long felt the need for a social networking site where safety is paramount and as part of the comprehensive security on the site Taggitt.com software (produced by **Director Mr. John Crossley**) will provide a number of ways to ensure this:

PAI (Parent Account Integration)

All members will be encouraged to provide accurate information on age and will be invited to add a parent or guardian to have access to the members account. This request invites the member to enable the account for parental supervision and support.

Abusive language, bullying and "trolling"

Taggitt.com offers members the pro-active protection to prevent any abusive language or bullying comments from being published on members' status profiles. Members who engage in such activity (also known as 'trolling') will be flagged and removed from the site without even a complaint being made.

24 hour monitoring & CEOP (Child Exploitation and Online Protection Centre)

Free tutorial videos will be offered to members and a very comprehensive safety centre will be accessible at all times including live 24hr monitoring with staff trained and advised by CEOP, a joint CEOP/Taggitt panic button, and a number of advisory videos from CEOP and Taggitt on how to stay safe. The built-in software behind Taggitt.com also includes protection against other online abusive behaviour (such as "grooming").

Bob Hammond, owner of Taggitt.com and Managing Director of **Whatsyatag Ltd** has made his position very clear:

"We are not going to sit back and wait for complaints. Members, parents and guardians using our site need to have confidence in the software and feel safe and secure. The impact of bullying or trolling in this way is very real and damaging so we feel we have a duty to act in a strong pro-active manner and as a company make no apologies for this viewpoint."

It is anticipated the company will be launching further upgrades and applications including an iPhone application to enable members and users to access the site and text in the Tagg codes within weeks. The company will also be offering bespoke Taggitt clothing within the next twelve months plus many other free benefits for members. The first 2000 members will be known as Gold Tagg members for life and will receive free advance notification upgrades, software applications and tag goodies upon release.

Steve Pankhurst founder and original CEO of **Friends Re-united**, perhaps one of the very first networking social sites said today:

"My own children have used the site and found this fun and exciting, they are now members of the taggitt.com site and I am really pleased Bob and his team are taking care ensuring young members of the site have fun but at the same time feel safe and secure. As a parent the fact I can also become actively involved is just fantastic news...."

Mrs Anne-Marie Webb a **Primary schoolteacher** in the North West of England said about the site, *".....ICT plays a huge part in all of our lives, today's children; even the very young are very skilled at using the internet. I am aware that children can and do use social networking sites, often failing to disclose their true age. Many young children are unaware of the dangers that this can present and whilst we are able to educate, in as much as tell them about internet safety, it would be invaluable to be able to show them via the use of an interactive whiteboard in schools how to access a social networking site like taggitt.com that will not only allow them to communicate and have fun with their peers, but most importantly stay safe. I am really pleased taggitt.com has really considered the safety of the site both as a parent and a school teacher....."*

ENDS

For all press enquiries, interview requests or for more information please contact Li Bromfield on pr@taggitt.com.

