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FOR IMMEDIATE RELEASE

**Club Penguin secures BBB OnLine Kid's Privacy Seal of Approval**

**Kelowna, British Columbia** – An innovative website that allows children to play games and chat in one of the safest online environments to date has been chosen by the Better Business Bureau's BBB *OnLine* program to receive its coveted Kid's Privacy Seal of Approval.

Club Penguin ([www.clubpenguin.com](http://www.clubpenguin.com)) is a virtual world populated by colorful, animated penguins. Visitors to Club Penguin choose a penguin, give it an identity and explore, interacting with other penguins by chatting, text messaging, playing games and sending greeting cards.

Thanks to a sophisticated filtering system and the presence of live moderators who monitor what's going on in the world and deal with any reports of misconduct, Club Penguin offers unprecedented peace of mind for parents. It also adheres to a strict privacy policy.

"We're dedicated to safeguarding any personal information collected on-line and to helping parents and children learn how to exercise control over personal information while exploring the Internet," says Club Penguin's Lane Merrifield. "We don't ask children to disclose more personal information than is required and we've taken special measures to ensure participants can't post their contact information."

Less than a dozen other companies in the world, including major corporations such as Procter and Gamble, Dell, Nick.com (Nickelodeon) and Lucasfilm Ltd, currently have the right to display the Kid's Privacy Seal of Approval.

In order to secure it, Club Penguin's privacy policy and practices underwent a rigorous review to ensure they met stringent requirements.

Companies like Club Penguin must do things such as provide warnings and explanations in easy-to-understand language.

"Club Penguin has shown the strongest dedication to protecting its online customers' privacy by participating in the BBB *OnLine* Privacy Program and posting the BBB *OnLine* Kid's Privacy Seal on their website. We commend them for helping to build consumer trust and confidence on the Internet," said Charlie Underhill, chief operating officer of BBB *OnLine*.

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In addition to having met the requirements for the Kid's Privacy Seal, Club Penguin ensures its privacy policy and information practices adhere to the U.S. Department of Commerce's Safe Harbor Principles and the Canadian Code of Practice.

Club Penguin launched in November 2005 after its creators – both parents of young children - decided to deal with growing concerns about Internet safety by designing a fun, online world they'd feel comfortable letting their own children visit.

While the site is designed for 6-14-year-olds, it includes a range of games and activities appropriate for children of all ages.

Players are strongly encouraged to play fair and protect themselves, and those who engage in inappropriate behavior such as bullying or name-calling can be silenced or banned from the site.

Club Penguin is subscription-based and includes no pop-up or other advertising. Although anyone can enter Club Penguin, play games and chat with other participants for free, subscribers receive additional member benefits.

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