



ASX Announcement

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FAMILY ZONE COMMENCES BETA TRIALS WITH IGNITENET AHEAD OF COMMERCIAL LAUNCH

- Trials with USA ISP's and Managed Service Providers due to commence this week ahead of an imminent commercial launch
- Partnership allows Family Zone to be enabled via a simple firmware update for existing and new IgniteNet access points
- Family Zone offering to be promoted via IgniteNet's 2,000 global resellers opening up opportunities with some 10,000 internet (ISP) and managed internet (MSP) service providers.

Family Zone Cyber Safety Limited (ASX: FZO) ("Family Zone" or the "Company") is pleased to provide an update on its progress towards its first commercial launch of Family Zone filtering technology embedded in 3rd party access points.

Beta Trials

Family Zone and IgniteNet are moving to a Beta release programme, having successfully completed an Alpha release and testing process which included the integration of the IgniteNet and Family Zone cloud platforms and porting of the Family Zone embedded filter client to run on multiple IgniteNet wireless access point models.

The Beta Trials involve making Family Zone available as an "add on" through the IgniteNet cloud platform to selected Beta customers. The trial is expected to last 4 weeks.

On completion of the Beta trials the companies plan to move swiftly to a commercial release thus enabling Family Zone services for all IgniteNet access point users.



IgniteNet



Headquartered in Irvine, California, with global offices and parent company Accton based in Taiwan, IgniteNet is a leading provider of cloud-managed access points.

Its offering consists of an innovative cloud controller at the core, accessible from anywhere in the world along with customer wireless hardware. Through this controller, IgniteNet provides device management, monitoring, alerting, configuration, audit trails, and much more.

IgniteNet has recently launched a marketplace to promote complementary third-party Apps. It's through this marketplace that IgniteNet will make Family Zone available to customers.

Accordingly through a simple firmware update to existing and new IgniteNet users can access Family Zone's innovative parental control services without the need to purchase additional hardware.

IgniteNet sells its range through a global reseller community that represent some 10,000 Internet Service Providers (ISP's) and Managed (internet) Service Providers (MSP's).

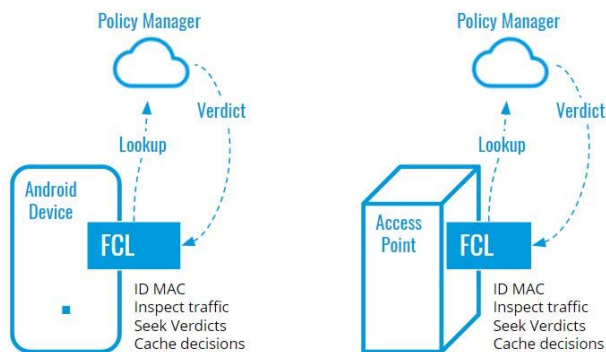
Family Zone Managing Director, Tim Levy, said:

"Embedding Family Zone partner WiFi devices is an exciting next step in demonstrating the opportunity for providers of network access and hardware to be participants in our eco-system solution to cyber safety. We are delighted to be working with the tremendous team at IgniteNet to take this new commercial concept to the internet market of the USA and beyond".

Background

Family Zone has developed a world's first ecosystem approach to cyber safety, creating technology that can be deployed into telco networks, on user smart devices and additionally embedded into access points and routers.

This innovative strategy creates exciting market opportunities for providers of networking and internet access





These “access providers” become sales partners for Family Zone and can immediately upsell their products and services as “Family Zone ready”.

The Family Zone eco-system creates exciting market opportunities for providers of networking and internet access

This synergistic relationship offers tangible and incremental value to each party in the chain, a key characteristic to ensure ongoing commitment and focus.

A summary of this value creation specifically with respect to IgniteNet is set out below:

Family Zone

- ✓ No need to sell hardware
- ✓ Increase customer activations via IgniteNet global reseller community
- ✓ International sales not limited by current Family Zone Box certifications
- ✓ Low cost of customer acquisition
- ✓ Telco billing & integration managed by IgniteNet

IgniteNet

- ✓ Further differentiate their reseller offering in a competitive market
- ✓ Earn additional revenue from Family Zone
- ✓ Drive additional gateway sales through their reseller network

Resellers (ISPs and MSPs)

- ✓ No need to invest in additional hardware to deploy Family Zone
- ✓ Fast time to market
- ✓ New revenue stream
- ✓ Differentiation of their home internet offering (not just about speed/data)
- ✓ Create positive brand awareness

End Users

- ✓ No need to purchase the Family Zone Box for a safe home network
- ✓ Billing managed via their existing reseller relationship
- ✓ Option to avail of additional Family Zone services such as Company's Cyber Experts
- ✓ Beyond the home, can download the Family Zone App to keep kids safe outside



About Family Zone

Family Zone is an ASX listed technology company focused on cyber safety. Meeting a growing demand to keep kids safe online and manage digital lifestyles, Family Zone has developed a unique and innovative cloud-based solution which combines Australian innovation with leading global technology.

To learn more about the Family Zone platform and the Company please visit www.familyzone.com.

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