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**Acxiom Partners with Privo to Create the First “Do Not Contact”  
Online Registry to Protect Children’s Privacy**

**SAN FRANCISCO, Calif.** – April 20, 2009 – Parents concerned about online privacy and the safety of their children will be able to rest easier with the launch of the Protect My Child Registry, a joint program announced today by Acxiom® Corporation (NASDAQ: ACXM) and Privacy Vaults Online, Inc. (Privo). The registry was unveiled to information security professionals from around the world during the RSA Conference USA in San Francisco.

The program combines data and technology assets from both companies to make it easier for parents to control the online collection and use of children’s personal information. Acxiom is a global leader in interactive marketing services and identity management. Privo is the provider of online youth registration and parental permission management solutions that enables business compliance with the Children’s Online Privacy Protection Act (COPPA).

“As a champion of consumer privacy, Acxiom is building new capabilities to work directly with consumers and protect identities and personally identifiable information,” said Tim Christin, Acxiom senior vice president. “By partnering with Privo, we can offer a secure, scalable and cost-sensitive solution that will enable parents to control personally identifiable information associated with a minor child.”

The registry creates a “do not contact” profile for each registered child and acts as the intermediary between families and commercial websites that limit access to their site and content by users’ age. Families can associate children’s age with personal identifiers, including physical addresses, email addresses and cell phone numbers. Member websites will then be able to limit children’s access to their online properties, mobile content or Internet-based marketing.

“With the average age of frequent Internet users continuing to fall, we have a social responsibility to help drive improved online protection,” said Denise Tayloe, president and CEO of Privo. “Our partnership with Acxiom allows us to provide parents and children a safe, reliable solution for protecting personal information of underage Internet users.”

Acxiom and Privo are planning strategic partnerships with industry-leading social networks and marketing associations that may directly contact children.

The registry will be available in the 50 U.S. states, U.S. territories and Canada. It requires opt-in by all users and will include educational content for both parents and children.

The PMCR is planned to be available in the third quarter of 2009. Information about the PMCR can be viewed at [www.ProtectMyChildRegistry.com](http://www.ProtectMyChildRegistry.com).

#### **About Acxiom**

A global leader in interactive marketing services, Acxiom connects clients with their customers through deep consumer insight, powering effective and profitable marketing initiatives and business decisions. Our consultative approach spans multiple industries and incorporates decades of experience in consumer data and analytics, information technology, data integration and consulting solutions for effective marketing across digital, Internet, email, mobile and direct mail channels. Founded in 1969, Acxiom is headquartered in Little Rock, Ark., and serves clients around the world from locations in the United States, Europe and Asia-Pacific. For more information about Acxiom, visit [www.acxiom.com](http://www.acxiom.com)

*Acxiom is a registered trademark of Acxiom Corporation.*

#### **About Privo**

Privo is the first and only solutions provider which is also a Federal Trade Commission recognized independent certifier of companies' compliance with the increasingly important Children's Online Privacy Protection Act (COPPA). As the leading third party provider of children's identity protection and parental permission management software, services and consulting, Privo addresses the need to create safe, secure online communities for youth audiences and enable client companies to initiate and manage responsible relationships with their online consumers. Please visit [www.privo.com](http://www.privo.com) for more information.

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