

**WebSpy Ltd Introduces WebSpy Analyzer - the Latest Addition to the Internet Access Monitoring and Management Family**

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Monday October 30th 2000 WebSpy Ltd this week will unveil WebSpy Analyzer, an innovative new application aimed at delivering quick and informative reports on employee Internet usage patterns for small to medium sized businesses.

The release of WebSpy Analyzer will complement the current product line - WebSpy Reporter and WebSpy Sentinel by providing an easy to integrate and operate solution for the small to medium enterprise market. WebSpy Reporter, which was previously promoted to this market, has recently shifted its development focus to become a more scalable application.

The introduction of Analyzer will provide WebSpy customers with more options when choosing to integrate an Internet monitoring solution.

"WebSpy Analyzer is an exciting development for the company because it opens up so many opportunities for increased sales and further market share. The small to medium enterprise market is largely ignored by much of WebSpy's competition, who choose to target much larger clients, and this places Analyzer in a unique position to capture market share in this sector very quickly." Said Jack Andrys, WebSpy Ltd's CEO

Following on from the release of WebSpy Analyzer, the company is undertaking a global direct sales and marketing push to help facilitate sales and awareness of the new product targeted towards the education and service sectors. Based on the initial positive feedback from the public beta release of the software, the company is confident of strong early sales for WebSpy Analyzer.

The November release of Analyzer will act as a catalyst for a number of sales initiatives for the WebSpy product range. In addition to launching integrated online direct sales for distributing Analyzer, the company is expecting to announce this month the appointment of major distribution partners in key emerging markets around the world.

Furthermore, Analyzer has formed the basis of several discussions with potential strategic alliance partners and will be utilized as a vehicle for the company to attack the lucrative OEM market in North America and Europe. Mid November will see the release of WebSpy's first venture into this market with the release of the integrated application, WebSpy Analyzer for Wingate Users.

WebSpy's decision to accelerate the development of Analyzer was as a result

of market sentiment requiring a solution that could account for Internet usage, rather than just a blocking and filtering solution that had no way of measuring results. With a clear competitive advantage in this area, WebSpy decided to expedite development of a reporting application targeted towards the small to medium enterprise market.

Analyzer is the first in series of developments planned for the WebSpy product line that will enable greater vertical marketing opportunities, wider product acceptance and most importantly an increased revenue stream for the company.

#### About WebSpy Analyzer

WebSpy Analyzer is a cost effective monitoring solution for network Internet usage. Analyzer provides network administrators and managers of small to medium sized businesses with the information they need to implement and police a company's Internet Acceptable Usage Policy.

Analyzer interrogates the data contained in log files generated by third party solutions such as proxy servers or firewalls, and allows the user to either navigate through the information or create reports on predefined parameters.

The application's strength lies in it's ability to produce comprehensive yet easy to understand and create reports in a minimum of time and with limited computer resources.

#### Key features of the WebSpy Analyzer Include:

- o Rapid, straightforward set up
- o Intuitive user interface
- o Immediate report generation
- o Intensive drill-down ability
- o Smooth integration within current network architecture
- o Customizable using a series of set up wizards to collect and report on aspects of browsing behavior pertinent to individual organizations.

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