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SaveWealth.com
FOR IMMEDIATE RELEASE

SaveWealth.com Becomes First Financial Website To Adopt P3P Privacy Standards

CARLSBAD, CA - May 29, 2001 – SaveWealth.com™ announced today that it has fully implemented the new Platform for Privacy Preferences Project (P3P), developed by the World Wide Web Consortium (W3C).

In becoming P3P compliant, SaveWealth.com becomes the first major financial website to empower visitors with information they need to decide how their personal information is used and gathered.

P3P is an emerging technology that places a website's privacy policy into a machine-readable format. P3P-enabled web browsers are able to read the privacy policy at P3P-compliant sites, match the policies to the consumer's own preferences, and then alert the consumer as to exactly what information is being collected.

"Our visitor's privacy has always been of paramount importance," noted Scott Carr, Director of SaveWealth.com. "In today's day and age, we truly never know what information is being collected as we surf the web. By becoming the first major financial site to become P3P compliant, we're giving our customers more personal control than they've ever had before."

Consumer privacy has been a hot topic in political and Internet circles for quite some time. Commissioner Sheila Anthony of the Federal Trade Commission recently noted that corporate

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privacy policies are difficult to find and “beginning to look like complex legal documents that do not give consumers real choice.” (Source: *ComputerWorld*, May 7, 2001). The Gramm-Leach-Bliley Act of 1999 also brought the issue of privacy in financial services to the forefront, but did little to address online privacy concerns.

The World Wide Web Consortium (W3C), whose over 500 members include AT&T, Microsoft, IBM Corp., and Cisco Systems, developed the P3P format in conjunction with privacy advocates and industry leaders, including TRUSTe and the Direct Marketing Association. Microsoft will be incorporating the P3P standard into its upcoming Internet Explorer 6. And privacy companies such as IDcide and PrivacyBot.com will also be bundling the P3P standard in upcoming products.

For information on P3P, including a comprehensive list of P3P-enabled web sites, please visit:

<http://www.w3c.org/P3P/>

“In no uncertain terms,” continued Mr. Carr, “P3P puts the control of information back in the hands of the consumer. We applaud the W3C and its members for recognizing the importance of a universal privacy standard, and we hope other financial websites will follow our lead in adopting P3P technology.”

About SaveWealth.com

SaveWealth.com is dedicated to serving its visitors in the areas of taxes, retirement, estate planning, and travel. Through partnerships and education, SaveWealth.com has helped families across the nation save wealth and time through the use of advanced financial strategies. The site hosts thousands of web visitors daily, with timely news, tax tips, free special reports, and useful money and lifestyle information.