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RIAA, i-SAFE Announce New Partnership To Teach Young Fans About Legal Music

Announcement Comes in Wake of Anniversary of Seminal Grokster Supreme Court Decision, Precedes Internet Safety Family Night This Friday

WASHINGTON – The Recording Industry of America (RIAA) and i-SAFE Inc, the leader in Internet safety education, today announced a new partnership to help guide students to safely and legally access digital music. The announcement comes on the heels of the anniversary of the U.S. Supreme Court's unanimous ruling in *MGM v. Grokster* – a decision that established clear rules of the road – and just two days before Internet Safety Family Night – a day on which parents and children are challenged to plan activities in their communities to draw attention to Internet safety.

i-SAFE, a government funded non-profit Internet safety foundation, focuses on creating safe communities by conducting school assemblies; training teachers, law enforcement officers and students to deliver safety-oriented messages; and by establishing partnerships with student associations. Since September 2005, i-SAFE has conducted assemblies at more than 350 schools. Going forward, i-SAFE will work with the RIAA to develop a nationwide assembly experience on intellectual property for students in middle school and high school.

"Our partnership with the RIAA will allow us to educate more students about the proper use of intellectual property," said i-SAFE President and CEO Teri Schroeder. "Through awareness we empower teens to make appropriate decisions on the Internet and make a positive change in both attitude and behavior."

"We are thrilled to have the opportunity to work with i-SAFE," said Mitch Bainwol, Chairman and CEO of the RIAA. "The organization is a recognized leader in this field. It will be a pleasure to learn from them and to help students learn about the music industry."

"With students becoming facile with computers younger than ever, we know that it's important to engage them early in constructive conversations," added Bainwol. "When students think critically about these issues – why we have intellectual property laws, how they should apply on the Internet, what constitutes ethical behavior online – that's a positive development for all. For the Internet to truly be safe and secure, there needs to be balance and rules of the road. That's exactly what the Grokster decision established – and what i-SAFE is uniquely positioned to raise with young audiences far and wide."

Based on a 2005-2006 National Assessment Center (NAC) survey, the majority of parents indicated that they had established rules regarding Internet use for

their children and families. However, students surveyed reported far less certainty. Ninety-four percent of parents surveyed indicated they had established Internet activity rules for their children, while 37 percent of students surveyed indicated that their parents had not established Internet activity rules.

"Today's kids enjoy and consume more music than any generation before," added Bainwol. "Yet the rapidly evolving nature of the online world makes thoughtful dialogue on these issues all the more important. We look forward to working with i-SAFE to help initiate these conversations with more and more young people – conversations that are sure to result in smarter choices down the line."

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About RIAA:

The Recording Industry Association of America is the trade group that represents the U.S. recording industry. Its mission is to foster a business and legal climate that supports and promotes our members' creative and financial vitality. Its members are the record companies that comprise the most vibrant national music industry in the world. RIAA® members create, manufacture and/or distribute approximately 90% of all legitimate sound recordings produced and sold in the United States. In support of this mission, the RIAA works to protect intellectual property rights worldwide and the First Amendment rights of artists; conducts consumer, industry and technical research; and monitors and reviews state and federal laws, regulations and policies. The RIAA® also certifies Gold®, Platinum®, Multi-Platinum™, and Diamond sales awards, as well as Los Premios De Oro y Platino™, an award celebrating Latin music sales.

About i-SAFE :

Founded in 1998 and active in all 50 states, i-SAFE Inc. is the leader in Internet safety education. i-SAFE is a nonprofit foundation whose mission is to educate and empower youth to make their Internet experiences safe and responsible. The goal is to educate students to avoid dangerous, inappropriate, or unlawful online behavior. i-SAFE accomplishes this through dynamic K through 12 curriculum and community-outreach programs to parents, law enforcement, and community leaders. It is the only Internet safety foundation to combine these elements. www.isafe.org

i-SAFE Inc. is designated a tax-exempt 501(c)(3) charitable organization by the U.S. Internal Revenue Service. i-SAFE Inc. is funded by the U.S. Congress through the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, Department of Justice.

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