

## **FOR IMMEDIATE RELEASE**

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### **What do Desperate Housewives and Nannies Have in Common?**

Branford, Conn. (February 2, 2005) – Desperate housewives and nannies are all frustrated by kids who waste too much time in front of the computer. Left to their own devices, kids will sit at a computer for hours on end instant messaging, browsing the Internet, and playing games.

With school breaks arriving soon, many teens and pre-teens will be at home all day, while Mom and Dad are at work. Undoubtedly, they will spend a good portion of their days clicking and typing in a trance in front of the family PC.

SoftwareTime offers a solution for parents to control the amount of time, and when, their children use the computer, even when parents are away from home. ComputerTime lets parents set time limits on the computer for each child. When their time is up, they are automatically logged off, and will have to find something more productive to do – reading, playing outdoors, homework, family time, or household chores. ComputerTime also controls the time of day the computer may be used. Many parents don't want their children surfing the Internet unless they are home to ensure inappropriate content is not being viewed.

CEO and Cofounder, Joe Acunzo, explains, "ComputerTime was developed out of a personal need in my own home. My daughter was spending way too much time instant messaging friends, often past her bedtime. There were numerous arguments over the computer. Talking to other parents, I found that I wasn't alone."

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Medical experts agree that excessive screen time (TV, video games, and computer use) is detrimental to developing minds of children. The American Academy of Pediatrics (AAP) has stated that the total screen time should not exceed one or two hours per day. The AAP suggests, “Consider using a timer to enforce the rule.” The AAP web site also states, “Whenever possible, participate in your child’s computer time, and discuss what she sees and hears.”

“It’s encouraging to hear from parents when they say, ‘ComputerTime certainly has made our life easier with a dramatic reduction in quarrels over the PC!’” says Mark Sicignano, SoftwareTime CTO and Co-founder. “We were solving a problem in our own homes, and customer comments have confirmed that the benefits extend to parents around the world.”

### ***About SoftwareTime, LLC***

SoftwareTime, a privately-held company, was founded in 2003 to address the needs of parents regarding their children’s computer use. Co-founders Joe Acunzo and Mark Sicignano left the world of creating software products for business users and jumped into developing products for parents. As parents themselves, they decided to take their nearly 50 years of combined software design experience and apply it to the development of parental control tools. SoftwareTime also maintains a [blog](#) with interesting, helpful articles and news items about families and how technology affects them for better or worse. Visit SoftwareTime at [www.softwaretime.com](http://www.softwaretime.com).

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