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**N E W S R E L E A S E**

**Online Protection Expert Hemanshu Nigam Opens Safety, Security, Privacy Firm SSP Blue**

*Acclaimed News Corporation Executive and Former Federal Prosecutor Extends Expertise to Organizations Worldwide to Confront Growing Online Threats*

**LOS ANGELES – May 6, 2010** – Hemanshu (Hemu) Nigam, a pioneer in developing standards for strengthening and safeguarding the world’s most targeted online properties, announced today the launch of SSP Blue, a new firm dedicated to protecting lives by helping corporations and governments bring world-class safety, security and privacy to their online assets. SSP Blue will address challenges including international hackers, online child predators and identity thieves.

“We’re in an era where even traditional brick-and-mortar companies have complex online assets that are critical to the lives of their customers and their corporate reputations,” said SSP Blue founder Hemanshu Nigam. “SSP Blue will bring the life-protecting programs I developed at Microsoft, NewsCorp and the Justice Department to a broad set of online companies.”

“Hemu’s experience in the world of online protection is unmatched,” said Ross Levinsohn, managing director of Fuse Capital and former president of Fox Interactive Media. “Any investor in the online space needs to strongly consider taking advantage of the safety, security and privacy expertise offered by SSP Blue.”

Today, half of the world’s critical infrastructure companies report cyber attacks, and more than one-third believe the online world is not prepared to sustain them.[[1]](#footnote-1) SSP Blue, based in Los Angeles, will provide strategic counsel, coalition building and technology development to global clients to help them prepare. SSP Blue maintains a network of legal and technical experts, crisis communication professionals, and former law enforcement officials to meet particular client needs worldwide.

“Hemu's technical, business and policy experience lets companies meet the challenges of providing privacy and safety protections in the online world,” said Hon. Stephen Merrill, former attorney general and governor of New Hampshire. “Hemu not only develops solutions for today, he also identifies risks and exposures companies need to consider as they move forward."

Mr. Nigam has over 20 years of experience in private industry, government and law enforcement. He has held leadership positions at News Corporation, Microsoft Corporation and the U.S. Department of Justice, where he is collectively responsible for millions of dollars in landmark judgments against online criminals and for removing thousands of predators from the Internet.

Most recently, he drove the launch of over 150 safety, security and privacy protection features and programs for News Corporation’s MySpace property and played a key role in the accord between MySpace and 49 State Attorneys General. He also worked with Harvard University’s Berkman Center for Internet & Society and the State Attorneys General to develop widely-used online safety standards, is co-chair of President Obama’s Online Safety Technology Working Group and has advised the United Nations on tackling cyber hate and cyber bullying.

“Hemu has a great record of tracking, finding and prosecuting the bad guys,” said John Walsh, host of America’s Most Wanted and co-founder of the National Center for Missing & Exploited Children. “He has worked hard to make the world a safer place, as demonstrated by eliminating Internet predators at MySpace, and has the experience to make any company safer and more secure.”

Ernie Allen, President & CEO of the National Center for Missing & Exploited Children added, “Hemu’s guidance in his various positions through the years has been invaluable in helping us protect families from online predators. Anyone using his expertise is setting back those who wish to harm our nation’s children.”

Mr. Nigam will carry the title Safety Advisor for News Corporation and maintain a consulting relationship with the company through SSP Blue. SSP Blue has publicly disclosed a partial list of its clients including GOGII Inc., News Corporation and its subsidiary MySpace, Tagged Inc., SafetyWeb LLC and Weplay. Detailed information on SSP Blue services and contact information is available at <http://sspblue.com>, and Mr. Nigam’s bio is available at <http://sspblue.com/about-us/about-mr-nigam/>.

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1. Center for Strategic and International Studies. (2010). *In the Crossfire: Critical Infrastructure in the Age of Cyberwar*. Washington DC: Baker, Waterman, & Ivanov. [↑](#footnote-ref-1)