MEDIA RELEASE

New technology solves Minecraft addiction and puts parents back in control

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Sydney-based technology startup KoalaSafe today launches a solution to the growing problem of internet and game addiction. With a single box, parents can now protect and manage all their children's devices with a simple smartphone interface.

"KoalaSafe helps parents restore the balance. Instead of constant fights over how much time children have spent on Minecraft or Clash of Clans, or having to check every single site and app kids are using, parents just setup time limits and the type of sites they think are OK for their kids, and Koala does the rest." says founder, Steve Pack.

"I saw it first hand with my nephew becoming more addicted to Minecraft every day. It was a constant battle for my sister to manage his time and I thought, there has to be a better way. That's when KoalaSafe was born."

Internet and gaming addiction is a global phenomenon, with 80% of kids exceeding recommended screen time limits by up to 2-3 times, up from only 25% in 2006.[1] Internet Gaming Addiction is now included in the psychiatric handbook, the DSM-5.

The company is young, but growing fast, with a recent $50,000 injection from Startmate, a leading Sydney tech accelerator and is already in homes all around the country. It is also among the growing number of startups taking the 1% pledge, a form of early-stage corporate philanthropy.

http://koalasafe.com

For more information contact:

Steve Pack	**Founder**	**+61 450 164 216**	steve@koalasafe.com
Adam Mills	**Founder**	**+61 410 389 092**	adam@koalasafe.com

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[1] http://www.ncbi.nlm.nih.gov/pubmed/25613954