Trend Micro: Helping to Shape Online Rules and Norms, Youth Share What They've Learned to Make Their Online Lives Better

Trend Micro's "What's Your Story?" contest will award $10,000 to individual film-makers and schools who share personal lessons that can help others getting online for the first time

DALLAS & MENLO PARK, Calif.--(BUSINESS WIRE)--Trend Micro Incorporated (TYO: 4704) (TSE: 4704), a global leader in security software, today announced its 2015 "What's Your Story?" contest during the celebration of Safer Internet Day. This award-winning, user-generated video competition encourages youth and schools to educate others on great uses of the Internet using an interactive platform to showcase their creative storytelling talents. Trend Micro is offering more than $20,000 in prizes to contest winners.

Sponsored and supported by Trend Micro's Internet Safety for Kids & Families program, "What's Your Story?" invites schools and individuals in the U.S. and Canada to share their personal experiences and suggestions on addressing the question: "What's something you've learned that could help someone getting online for the first time?" Video submissions will be judged on their ability to inspire, as well as how effectively contestants have promoted their entries via social media.

"The contest has always been a unique opportunity for young people to tell us how they can make the Internet a better place for themselves and everyone else," said Lynette Owens, global director, Internet Safety for Kids & Families Program, Trend Micro. "'What's Your Story?' celebrates the savviness and creativity of the digital generation and encourages them to start and sustain a positive, online dialogue with their peers and with the world."

Additional contest details will be shared onstage and webcast live from Facebook headquarters in Menlo Park, CA. As an official sponsor of Safer Internet Day themed "Let's Create a Better Internet Together," Trend Micro is proud to introduce its fifth contest during the event.

Trend Micro is offering two $10,000 grand prizes – one for an individual film-maker and another for a K-12 educational institution. Additional cash prizes will be offered for runner-up winners. Winning entries may also be used by the public for educational programs and events worldwide.

Finalists' entries will be reviewed by a panel of experts in the fields of Internet safety, media literacy, and technology. In addition to Trend Micro, this year's judges' panel includes:

- **ConnectSafely –Anne Collier and Larry Magid**
- **Saffron Cassaday –Director of the documentary, "Cyber Seniors"**
- **Facebook –Brooke Oberwetter**
- **Learning About Multimedia Project (The LAMP) –D.C. Vito**
- **MediaSmarts –Cathy Wing**
- **National Association for Media Literacy Education (NAMLE) –Michelle Ciulla Lipkin**
- **Twitter –Del Harvey**
- **Yahoo! – Connie Chung**
- **Trend Micro – Lynette T. Owens, Global Director, Internet Safety for Kids & Families**

Winners will be announced on or around May 19, 2015

To learn more about the contest details, submit a video, or see past winners, visit http://whatsyourstory.trendmicro.com.

Follow Trend Micro's Internet Safety for Kids & Family's Twitter handle, @TrendISKF, for contest updates, and stay on top of the discussion using the hashtag #hereismystory2015 or #WYS2015.

Trend Micro's Commitment to the Internet Safety of Kids and Families

To support its vision of making the world safe for exchanging digital information, Trend Micro aspires to make a difference by using its expertise to make the world at large a better place. Trend Micro has made a commitment to make the Internet a great place for young people around the world through its world-wide employee volunteer program, grants and donations to eligible organizations, and partnerships with those who share its vision and mission. For Trend Micro's free Internet safety tips, tools and advice, visit the Internet Safety for Kids and Families page.

About Trend Micro

Trend Micro Incorporated, a global leader in security software, strives to make the world safe for exchanging digital information. Built on 25 years of experience, our solutions for consumers, businesses and governments provide layered data security to protect information on mobile devices, endpoints, gateways, servers and the cloud. Trend Micro enables the smart protection of information, with innovative security technology that is simple to deploy and manage, and fits an evolving ecosystem. All of our

solutions are powered by cloud-based global threat intelligence, the Trend Micro™ Smart Protection Network™ infrastructure, and are supported by more than 1,200 threat experts around the globe. For more information, visit TrendMicro.com.

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