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**Zift Named Best Overall Parental Control App & Editor's Choice in 2019 by Tom's Guide**

*Review by Tom's Guide Examines Popular Parental Control Apps and Names Zift "the best designed app" and "best overall parental control app."*

**Philadelphia, PA (February 19, 2019)**—Zift (<http://www.wezift.com/>), a new mobile app that provides essential screen time parenting tools, insights and resources to families in today's technology-driven world, was just named "**Best Overall Parental Control App**" by Tom's Guide, an independent review site focusing on technology products. See <https://www.tomsguide.com/us/best-parental-control-apps,review-2258.html>.

Tom's Guide not only rated the Zift parental control app as "the best overall parental control app of 2019," but also granted it the Editor's Choice as the leading software in the parental control category.

The round-up article covering eight industry-leading apps, as well as the Zift app-specific review (<https://www.tomsguide.com/us/zift-app,review-6136.html>) stated that:

Zift was the "best designed app" tested, and "delivered the best of web filtering (Net Nanny®), location tracking and app management on both Android and iOS devices."

- "The thoughtful design of the app and helpful touches like Family Feed and App Advisor set Zift apart from some of the competition."
- "The Family Feed uses a fairly novel approach as the main focus of the mobile app," and that "parents with multiple children and/or devices to monitor will find the Family Feed particularly compelling."
- "The Zift App Advisor is a useful reference tool for parents who can't keep track of every single app that their children have or want to install on their devices."

This independent, third-party review highlights the dynamic, AI-based tech that Net Nanny® uses to filter the growing amount of user-generated content online, as well as the proactive engagement and information for parents that the Zift Family Feed and App Advisor offer.

"We're excited and honored that the Zift app is recognized for helping parents, because that's our goal," said Joey Thompson, CEO of Zift. "Ultimately, we strive to make an app that benefits families and assists parents in understanding their children's screen time and goes a step beyond to help them learn about the apps their kids are using. That's the whole idea behind the Zift Family Feed – an overview of how your child is spending their time online along with resources to educate parents about important topics."

For more information on Zift, its resources and to download the app, please visit <http://www.wezift.com/>.

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### **About Zift:**

Zift, your screen time parenting ally, offers a comprehensive and free solution for families wanting a safe and healthy way to live with smartphones, tablets, social media, and apps.

Zift's free app provides parents with the 'Family Feed' - a quick and easy way to understand their children's screen time activity in real-time - by alerting parents to online searches, app installations, and viewing of dangerous content. Through its Parent Portal found at [WeZift.com](http://WeZift.com), Zift provides parents and others entrusted with the care of children a place to learn about and discuss the latest topics related to screen time use, online safety, and social media. The Parent Portal also offers descriptions and reviews of the most popular and trending apps for kids, complete with parent advisories, as well as resources such as digital parenting guides, how-to videos, and infographics. Zift Premium, which includes the Net Nanny® Smart Filter, offers the best protection, screen time scheduling, and device control that parents need to help raise successful kids in a technology-driven world.

Zift was founded by a group of dads, each of whom have four children who love using their smartphones and tablets.