



## Identity Theft

### & Fraud in Florida

National Rank for Identity Theft  
Complaints

**1st**

Number of identity theft complaints in  
2012.

**69,795**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Bank fraud



## Identity Theft &

### Fraud in Georgia

National Rank for Identity Theft  
Complaints

**2nd**

Number of identity theft complaints in  
2012.

**19,232**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft

### & Fraud in Hawaii

National Rank for Identity Theft  
Complaints

**48th**

Number of identity theft complaints in  
2012.

**658**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Bank fraud



## Identity Theft &

### Fraud in Idaho

National Rank for Identity Theft  
Complaints

**38th**

Number of identity theft complaints in  
2012.

**905**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft &

### Fraud in Illinois

National Rank for Identity Theft Complaints

**11th**

Number of identity theft complaints in 2012.

**12,993**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft &

### Fraud in Indiana

National Rank for Identity Theft Complaints

**33rd**

Number of identity theft complaints in 2012.

**4,412**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft

### & Fraud in Iowa

National Rank for Identity Theft  
Complaints

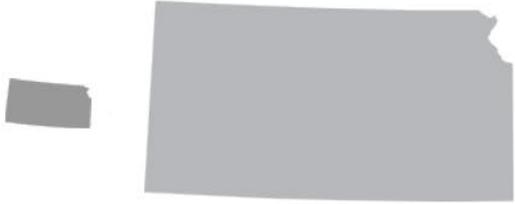
**43rd**

Number of identity theft complaints in  
2012.

**1,608**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft & Fraud in Kansas

National Rank for Identity Theft  
Complaints

**30th**

Number of identity theft complaints in  
2012.

**2,077**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft

### & Fraud in Kentucky

National Rank for Identity Theft  
Complaints

**39th**

Number of identity theft complaints in  
2012.

**2,463**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft & Fraud in Louisiana

National Rank for Identity Theft  
Complaints

**21st**

Number of identity theft complaints in  
2012.

**4,031**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft &

### Fraud in Maine

National Rank for Identity Theft  
Complaints

**46th**

Number of identity theft complaints in  
2012.

**666**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity

### Theft & Fraud in Maryland

National Rank for Identity Theft  
Complaints

**9th**

Number of identity theft complaints in  
2012.

**6,178**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity

### Theft & Fraud in Massachusetts

National Rank for Identity Theft  
Complaints

**29th**

Number of identity theft complaints in  
2012.

**4,879**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft

### & Fraud in Michigan

National Rank for Identity Theft  
Complaints

**4th**

Number of identity theft complaints in  
2012.

**12,075**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft &

### Fraud in Minnesota

National Rank for Identity Theft  
Complaints

**34th**

Number of identity theft complaints in  
2012.

**3,437**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Employment-related fraud



## Identity Theft &

### Fraud in Mississippi

National Rank for Identity Theft  
Complaints

**12th**

Number of identity theft complaints in  
2012.

**2,990**

Top three identity theft types:

- Government documents or benefits fraud
- Phone or utilities fraud
- Credit card fraud



## Identity Theft &

### Fraud in Missouri

National Rank for Identity Theft  
Complaints

**27th**

Number of identity theft complaints in  
2012.

**4,505**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft

### & Fraud in Montana

National Rank for Identity Theft  
Complaints

**47th**

Number of identity theft complaints in  
2012.

**501**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Bank fraud



## Identity Theft

### & Fraud in Nebraska

National Rank for Identity Theft  
Complaints

**37th**

Number of identity theft complaints in  
2012.

**1,068**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft &

### Fraud in Nevada

National Rank for Identity Theft  
Complaints

**6th**

Number of identity theft complaints in  
2012.

**3,032**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft &

### Fraud in New Hampshire

National Rank for Identity Theft  
Complaints

**36th**

Number of identity theft complaints in  
2012.

**782**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft &

### Fraud in New Jersey

National Rank for Identity Theft  
Complaints

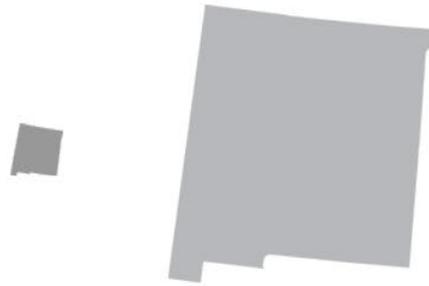
**14th**

Number of identity theft complaints in  
2012.

**8,430**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft &

### Fraud in New Mexico

National Rank for Identity Theft Complaints

**18th**

Number of identity theft complaints in 2012.

**1,858**

Top three identity theft types:

- Government documents or benefits fraud
- Employment-related fraud
- Credit card fraud



## Identity Theft &

### Fraud in New York

National Rank for Identity Theft  
Complaints

**5th**

Number of identity theft complaints in  
2012.

**21,538**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card, fraud
- Phone or utilities fraud



Identity

## Theft & Fraud in North Carolina

National Rank for Identity Theft  
Complaints

**23rd**

Number of identity theft complaints in  
2012.

**7,910**

Top three identity theft types:

- Government documents or benefits fraud
- Phone or utilities fraud
- Credit card fraud



### & Fraud in North Dakota

National Rank for Identity Theft  
Complaints

**49th**

Number of identity theft complaints in  
2012.

**288**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft &

### Fraud in Ohio

National Rank for Identity Theft Complaints

**26th**

Number of identity theft complaints in 2012.

**8,891**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft

### & Fraud in Oklahoma

National Rank for Identity Theft  
Complaints

**32nd**

Number of identity theft complaints in  
2012.

**2,586**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft

### & Fraud in Oregon

National Rank for Identity Theft Complaints

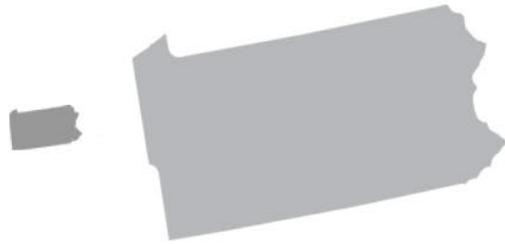
**35th**

Number of identity theft complaints in 2012.

**2,467**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft

### & Fraud in Pennsylvania

National Rank for Identity Theft  
Complaints

**19th**

Number of identity theft complaints in  
2012.

**11,324**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft &

### Fraud in Rhode Island

National Rank for Identity Theft Complaints

**16th**

Number of identity theft complaints in 2012.

**963**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft

### & Fraud in South Carolina

National Rank for Identity Theft  
Complaints

**17th**

Number of identity theft complaints in  
2012.

**4,282**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft

### & Fraud in South Dakota

National Rank for Identity Theft  
Complaints

**50th**

Number of identity theft complaints in  
2012.

**330**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Theft & Fraud in Tennessee

National Rank for Identity Theft  
Complaints

**20th**

Number of identity theft complaints in  
2012.

**5,690**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft &

### Fraud in Texas

National Rank for Identity Theft Complaints

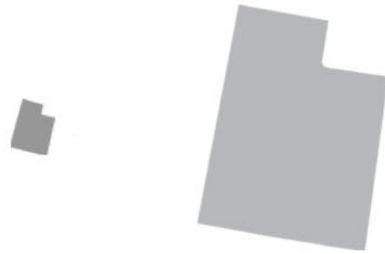
**7th**

Number of identity theft complaints in 2012.

**28,299**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft &

### Fraud in Utah

National Rank for Identity Theft  
Complaints

**40th**

Number of identity theft complaints in  
2012.

**1,586**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft &

### Fraud in Vermont

National Rank for Identity Theft  
Complaints

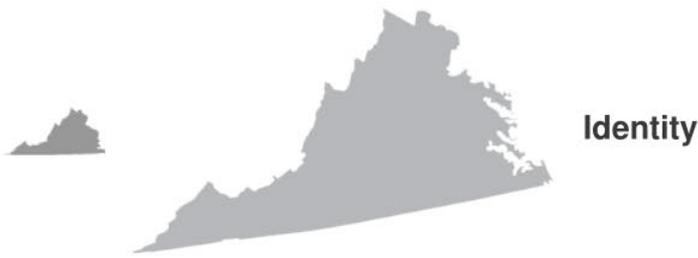
**44th**

Number of identity theft complaints in  
2012.

**326**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Theft & Fraud in Virginia

National Rank for Identity Theft  
Complaints

**24th**

Number of identity theft complaints in  
2012.

**6,616**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft

### & Fraud in Washington

National Rank for Identity Theft  
Complaints

**25th**

Number of identity theft complaints in  
2012.

**5,373**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft &

### Fraud in West Virginia

National Rank for Identity Theft Complaints

**42nd**

Number of identity theft complaints in 2012.

**1,002**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft &

### Fraud in Wisconsin

National Rank for Identity Theft  
Complaints

**31st**

Number of identity theft complaints in  
2012.

**4,055**

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



## Identity Theft & Fraud in Wyoming

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National Rank for Identity Theft Complaints	Number of identity theft complaints in 2012.
<b>41st</b>	<b>318</b>

Top three identity theft types:

- Government documents or benefits fraud
- Credit card fraud
- Phone or utilities fraud



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## WiFi Sniffing - Video

In this video, learn how high tech crooks attack using public WiFi. Criminals are setting up wireless connections that look real but are not. In just seconds hackers can steal your identity without you even knowing.





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## LifeLock's Army of Lockmen Protecting You From Identity Thieves - Video

Today is the day that we say to the world of identity thieves, enough. The LifeLock army of Lockmen is taking action. LifeLock, the industry leader in identity protection, now offers the most comprehensive identity theft protection service ever created—LifeLock Ultimate. With so many advanced features offered in LifeLock Ultimate, you can rest assured that your identity is protected. But is identity theft even a real threat? Absolutely.

Identity thieves are everywhere. Whenever you bank, shop, use a smartphone or surf the web, you could be putting your personal information more at risk. And identity thieves have dozens of ways that they can steal, hack or manipulate your personal information. But with LifeLock identity protection, your identity has the safeguard it deserves. The LifeLock arsenal of technology, services and tools fights against identity theft before the damage is done. LifeLock—relentlessly protecting your identity.





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## LifeLock's Lockman Stops Bank Robber From Takeover Fraud - Video

An identity thief isn't your average bank robber. But with your name and Social Security number, an identity thief can open a new bank account tied to your information—possibly racking up bills, debt and fraudulent records. Or worse, an identity thief could change the information on your existing bank accounts and steal your money. An identity thief could even commit crimes in your name. And it just takes a small amount of your personal information for these crooks to get exactly they want.

That's why LifeLock identity theft protection works around the clock to keep your identity protected. And the LifeLock Ultimate service offers the most comprehensive identity theft protection ever created. It even includes checking & savings account application alerts and monitoring for bank account takeover fraud within the extensive LifeLock network.<sup>†</sup> With such excellent protection services, it's no wonder that LifeLock is the industry leader in identity theft protection. Watch how an identity thief could walk right into a bank and steal your money. And find out how LifeLock can help keep your information and finances protected. For more information, head to LifeLock.com.

<sup>†</sup> Network does not cover all transactions and scope may vary.







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### LifeLock Testimonial Montage - Video

Identity theft can happen to anyone at any time. With just one small amount of personal information, an identity thief can damage your finances, government records and good name. Age and financial status have nothing to do with it because identity thieves could be interested in a lot more than merely stealing your money. Luckily, LifeLock can help. These four LifeLock reviews show how members were victims to identity theft schemes and how LifeLock was there to help pick up the pieces. One unsuspecting victim had her driver's license stolen. Another found out an identity thief was applying for credit using his name. Their stories voice the unfortunate truth that identity theft could happen to anyone. Good thing LifeLock was there to help them.

LifeLock is the industry leader in identity theft protection. And with advanced LifeLock technology and services, you can rest assured that your personal information is protected. Listen to these real LifeLock reviews by current members.

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## LifeLock Mobile Privacy Policy

Effective Date: September 26, 2013

This Privacy Policy applies solely to the LifeLock Application (our "App"). By using our App, you agree that your information, including your personal information, will be handled as described in this Privacy Policy.

This Privacy Policy supplements the following applicable additional terms (referred to herein as the "Policies"): our Membership Terms and Conditions; the License Agreement for the App, and our website [Privacy Policy](#).

### Information We Collect Directly From You

You must be a current LifeLock member to access the features and functions of our App. You will log into our App using your LifeLock credentials. Among other features, you may use our App to update your user profile, identify credit cards to track, request alerts, and email articles of interest. The type of information that we collect about you depends upon how you use our App, but may include, at your discretion:

- Contact information
- Partial social security number (last four digits)
- Credit card data
- Email address
- Photographs

If you email an article to a friend, we do not collect or use that email address any purpose.

### Information We Collect Automatically

We will track user interaction with our App. Through various technologies (which may include cookies or similar files designed to work with mobile apps), we will collect:

- Device ID or alternative ID where required by the platform provider
- Length of time spent on our App, what features you use, where you click within our App
- Installations
- Click
- Gestures

We may combine this information with information that we collect directly from you.

### How Do We Use Your Information?

We use your information, including your personal information (collectively, "information"), for the following purposes:

- To provide our App and our Services to you (as defined in the Membership Agreement)
- To respond to your requests, including your customer service inquiries
- To understand how members use our App (including features used most frequently), and to improve our App and our Services (including, the services themselves and the functionality of our App)
- If you opt-in, to send you SMS texts and/or alerts/push notifications about your LifeLock account (for example, the

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information that we collect automatically from you enables us to determine where to send your push notifications)

- To send you emails related to your use of our App and the LifeLock service in general, including service alerts
- As permitted by law

### Sharing Your Information

We do not sell your personal information to non-affiliated third parties for their own marketing purposes. We may share your information for the following purposes and with the following people:

- Service providers
- To a consumer reporting agency representative
- To law enforcement
- To an insurance company
- To a representative of a payment verification service, financial institution, or credit card company
- To a consumer reporting agency or other organizations in order to obtain informational credit reports
- In connection with the sale, purchase, merger, or reorganization of LifeLock
- When we believe it is necessary to protect the rights, property, safety of us or to comply with a judicial proceeding, court order, or legal process
- We also may share aggregate information about our users with third parties, including for various marketing purposes

### What Choices Do I Have?

Notifications. You have the option of receiving status alerts through push notifications and/or SMS text messages. If you choose to opt-in, we will notify you when a status alert has been posted to your account, and you can log into your account and/or email to read the notification. You may cancel these notifications at any time by changing the settings in the App.

Email Marketing. You may receive marketing messages and materials from LifeLock or LifeLock affiliates. You may opt-out of the marketing messages by following the instructions in the email and/or by contacting us in the Contact Us section below. If you opt-out of marketing communications, please note that LifeLock may continue to contact you via email regarding your Services.

### Access to Personal Information and Communication with LifeLock

If you would like to review the information that you have submitted to LifeLock, contact LifeLock at [member.services@lifelock.com](mailto:member.services@lifelock.com) or through phone/postal mail as noted in [Contact Us](#). You may change/update your information by logging into your account and selecting "Update Account Information" or by contacting us directly.

### Analytics

We use third party service providers who provide analytics to us, to assist us in tracking and understanding how you use our App.

### Links to Third Party Sites

Certain portions of our App allow you to link to a third party site, to "like" an article on a social networking site, and to share articles via social networking sites. The third party's use of the information that you post through that site is governed by their privacy policy, not this one.

### Security

We take reasonable security measures to protect the information that you submit and view through our App. Please note that no App is 100% secure, and you must implement certain measures (e.g., password protection) to assist in the protection of your personal information. If you have questions about our security, you may email us at [member.services@lifelock.com](mailto:member.services@lifelock.com).

### Changes to this Privacy Policy

We will post changes to this policy on our App. If we make a material change, we will endeavor to provide registered users with notice in advance of such change by highlighting the change on the App or by sending an email to you at the email address that you have registered with us.

## Contact Us

If you have questions regarding this policy, want to exercise your email preferences, view your personal information, or for any other purpose, you may contact us:

Email: [member.services@lifelock.com](mailto:member.services@lifelock.com)

Phone: 1-800-LifeLock (543-3562)

Postal Mail: LifeLock Member Services, 60 East Rio Salado Parkway, Suite 400, Tempe AZ 85281

### How LifeLock Works

See why LifeLock is a leader in Identity Theft Protection.

▶ [Learn more](#)



### Identity Theft 101

Understanding identity, theft and how it can affect you

▶ [Learn more](#)



### Help Protect Yourself

LifeLock's protection for Individuals is secure.

▶ [Learn more](#)



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## License Agreement - LifeLock App for Apple

Effective Date: September 27, 2013

By downloading this mobile software application (the "**Application**") or "**App**"), you agree to all the terms of the following License Agreement (the "**Agreement**"). We may in our sole discretion change, modify, add or remove provisions of this Agreement at any time. By using the App after we post any changes to this Agreement or otherwise notify you of such changes you agree to accept those changes whether or not you have reviewed them. If you do not agree to this Agreement you should not download our Application.

### 1. This Agreement.

This Agreement governs your use of LifeLock's (referred to herein as "we", "us" or "our") Application. You have chosen to download the Application for use on your mobile device (referred to as a "**Handheld**"). Both we and you acknowledge that this Agreement is between you and us and Apple Inc. and its subsidiaries ("**Provider**"). is not a party to this Agreement. We are solely responsible for the content, any information or data downloaded by or in connection with the App (the "**Data**") and any services that we may provide to you through the use of the App.

This Agreement supplements the following applicable additional terms (referred to herein as the "**Policies**"): our [Membership Terms and Conditions](#); our website [Privacy Policy](#) and, for the Application, our [Mobile Privacy Policy](#).

### 2. License.

This App is provided to you under license and your use of the App and any Data is subject to and limited by the license terms set forth below. We grant you a limited, non-exclusive, non-transferable license to use the App and Data subject to the terms and conditions set forth in this Agreement. You acknowledge that you must be a current subscriber to certain of our services (the "**Services**") in order to access the subscriber-only features of the Application. You may (a) install the App on one Handheld at a time, (b) use the App on the screen of such Handheld, and (c) make one copy of the App and Data for back-up, archival purpose provided such copy contains all of the original proprietary notices provided with or otherwise relating to the App or Data. This Agreement will also govern any software upgrades provided by us that replace and or supplement the original App unless such upgrades are accompanied by a separate license in which case the terms of that license will govern. We have no obligation to provide you with any updates, maintenance or support services for the App.

You may not use or permit others to use the App or Data except under the terms expressly listed above. Without limiting the previous sentence you shall not and shall not permit anyone else to (a) use the App or any Handheld that you do not own or control, (b) use the App or Data for service bureau time sharing or other similar purpose, (c) modify, translate reverse engineer, decompile, attempt to derive the source code of, disassemble (except to the extent that this restriction is expressly prohibited by law) or create derivative works based upon the App or Data, (d) copy the App, including any updates or any part thereof, or Data (except as permitted above), (e) rent, lease, sell, offer to sell, distribute or otherwise transfer rights to the App or Data, (f) develop, sell or distribute applications that integrate with the App or otherwise make use of the Data, (g) remove any proprietary notices or labels on or relating the App or Data, or (h) use the App or Data in any manner that could impair any website that we may own or operate currently or in the future, including but not limited to <http://www.lifelock.com/> or in any way or interfere with any party's use and enjoyment of the <http://www.lifelock.com/>.

### 3. Proprietary Rights.

All right title and interest in the App and Data shall remain in us and/or our suppliers and licensors. Without limiting the foregoing the App and Data are protected by the copyright law of the United States as well as other proprietary rights. In the event of a third-party claim that the App or your possession of and/or use of the App infringes a third party's intellectual property rights, we, not Provider, will be solely responsible for the investigation, defense, settlement and discharge of any such intellectual property infringement claim.

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#### 4. Restrictions.

To use or access the App you represent that you are a United States citizen or resident with a valid United States mailing address.

#### 5. Termination.

You acknowledge that we have the right to restrict access to, terminate and or otherwise modify the App for any reason including but not limited to a breach of any of the Policies or this Agreement. If you terminate your LifeLock membership, your right to access the Data and use this App will immediately cease. Upon termination you must destroy all copies of the App and Data.

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##### How LifeLock Works

See why LifeLock is a leader in Identity Theft Protection.

[▶ Learn more](#)



##### Identity Theft 101

Understanding identity theft and how it can affect you

[▶ Learn more](#)



##### Help Protect Yourself

LifeLock's protection for Individuals is secure.

[▶ Learn more](#)



FTC-0000354





Services

\$1M Guarantee

How LifeLock Works

Identity Theft 101

Plans and Pricing

## LifeLock Legal

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Management

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Events &amp; Presentations

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Stock Chart

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▸ Legal

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LifeLock in the Community

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Send us an email



Secure login



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<p><b>How LifeLock Works</b></p> <p>See why LifeLock is a leader in Identity Theft Protection.</p>  <p><a href="#">Learn more</a></p>	<p><b>Identity Theft 101</b></p> <p>Understanding identity theft and how it can affect you</p>  <p><a href="#">Learn more</a></p>	<p><b>Help Protect Yourself</b></p> <p>LifeLock's protection for Individuals is secure.</p>  <p><a href="#">Learn more</a></p>
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# IDENTITY SMART:

**A Guide for Consumers  
to Help Protect Against  
Identity Theft**

# IDENTITY ALERT:

## The Fight to Defend Your Identity and Personal Information

A frightening crime with an untraceable weapon, identity theft is creating anxiety across the country. In fact, 1 incident every 3 seconds of identity fraud is occurring in households throughout America<sup>1</sup>. This horrible and personal crime can cause Americans to live their lives in fear—opening each monthly bank statement with bated breath.

With the anonymity of computer keyboards and high level technologies, imposters, and hackers can commit identity-related crimes on any unsuspecting victim, from anywhere in the world. With the nine simple digits of a Social Security number, or an electronic scan of your debit card, an identity thief can wreak havoc on your personal, legal or financial life for months or years—and sometimes with no detection at all.

It falls to you to raise your level of identity theft awareness—and to help defend yourself against a crime that can drain your time, your resources, and your good name.

<sup>1</sup> [www.identitytheftassistance.org](http://www.identitytheftassistance.org) “Research and Statistics” Identity Theft Assistance Center, 2012.



## WHAT IS IDENTITY THEFT?

### According to the U.S. Department of Justice<sup>2</sup>:

“Identity theft is a crime. Identity theft and identity fraud are terms used to refer to all types of crime in which someone wrongfully obtains and uses another person’s personal data in some way that involves fraud or deception, typically for economic gain.”

In short, identity theft can be defined as the fraudulent use of personal information to commit crimes. These crimes can often end in tax fraud and credit fraud, but are also perpetrated for insurance, medical or legal purposes.

<sup>2</sup> [www.Justice.gov](http://www.Justice.gov) “What Are Identity Theft and Identity Fraud?”



FTC-0000359



# IDENTITY THEFT: THE NUMBERS

## How the Facts and Figures Affect Your Day-To-Day Life

The prospect of a faceless online hacker stealing your personal identity information may not resonate with you at first—at least not until you get a frightening look at the numbers that tell the true story of identity theft.

Identity Theft was the number one complaint category for the past 13 years.<sup>3</sup>

The facts and figures compiled below shed some light on the growing problem:

- There were 12.6 million adult victims of identity theft in 2012<sup>4</sup>
- 1 in 20 consumers were victims of identity theft in 2012<sup>4</sup>
- The total loss in new account fraud, where a criminal uses a victim's personal information to open a new credit card or loan, reported just under \$10 billion in 2012.<sup>4</sup>
- Credit card fraud accounts for two-thirds of all ID theft<sup>5</sup>
- 1 in 4 data breach letter recipients became a victim of identity fraud, with breaches involving Social Security numbers to be the most damaging.<sup>5</sup>
- Government documents/benefits fraud (46%) was the most common form of reported identity theft, followed by credit card fraud (13%), phone or utilities fraud (10%), and bank fraud (6%). Other significant categories of identity theft reported by victims were employment-related fraud (5%) and loan fraud (2%).<sup>3</sup>
- Consumers reported paying over \$1.4 billion in one million fraud-related cases. The median amount was \$535. Of these fraud related cases 38% were contacted through email, 34% by telephone, and 9% through mail.<sup>3</sup>

<sup>3</sup> FTC. "Consumer Sentinel Network Data." January-December 2012.

<sup>4</sup> Sullivan, B. (2012). ID Theft on the rise again: 12.6 million victims in 2012, study shows. NBC News

<sup>5</sup> [www.identitytheftassistance.org](http://www.identitytheftassistance.org) "Research and Statistics" Identity Theft Assistance Center, 2012

# TO CATCH A THIEF

## What You're Leaving Behind, and How Identity Thieves are Following the Trail

At work, on the town or sitting at home, you may be most vulnerable to identity theft when you least expect it. The following are some of the ways that identity thieves commit their crimes:



### Phishing:

When fake emails are so well produced, they can be almost impossible to discern from legitimate ones. If you get tricked into clicking a link or submitting information through a fake email, you can find yourself on a long road to losing your passwords, your accounts and your data.



### Online Shopping:

Consumers beware: shopping online has become a phenomenon around the world, and it's become one of the easiest ways to have your information stolen. Whether you're shopping at duplicate retail sites or through unsecured payment systems, your credit/debit cards could be at risk.



### Data Breaches:

If you store personal information with any financial or business organization—even a huge insurance or medical corporation—your files could be compromised in a large-scale data breach.



### Malware and Viruses:

With thousands of new viruses emerging daily, your computer and your information can be hacked through any website, Internet program or file sharing application.



### Keystroke Logging:

On public computers, gas station pump displays and ATM keypads, criminals and hackers can install technologies to trace the buttons you press as you enter your card numbers, passwords and PINs.



### P2P File-Sharing:

File sharing sites like Bearshare and Frostwire connect millions of users across the world — and they also connect unsuspecting music fans with viruses and open connections to unsecured networks.

**Vishing:**

Just as you can be tricked into divulging personal or protected information through a text message or website, you should also be wary of giving away information over the phone or through voice messages.

**Shoulder Surfing:**

Technology can make stealing identities easier than ever before, but old-fashioned ways are still just as effective at manipulating unsuspecting victims. Through shoulder surfing, any identity imposter can stand behind you with a camera—or even their own eyes—and watch as you enter passwords, personal identification numbers or private information.

**Dumpster Diving:**

Though not the most glamorous of identity stealing techniques, many criminals and fraud-minded imposters have taken to sorting through garbage to find old bills, recent receipts and other discarded personal information that can be easily stolen.

**Change of Address:**

This is a classic identity theft technique—thieves change the address where you receive mail and divert your personal information into the wrong hands.

**Mail Theft:**

Less creative than the change of address method, identity thieves will often simply search for unlocked or unwatched mailboxes, and rip the mail directly from the box itself—often in search of what can be found on credit card statements and tax forms or financial and personal information.

**Stolen Wallet:**

While some thieves might be after your wallet or purse for the money inside, many others will be more interested in the credit cards, Social Security card and other personal identification that you keep inside.

**ATM Overlays:**

Hidden from the untrained eye, thieves install these devices at ATM machines and gas pumps to steal your account information when you insert your card, and transmit it to a nearby computer.



# THE OTHER SIDE OF IDENTITY THEFT

## Out For More Than Just Money, Identity Thieves Can Take Advantage of Your Medical or Criminal History

When identity imposters decide to go after your PINs, passwords and personal information, they are not always simply trying to drain your bank accounts. They may be looking for something much more specific, and for something that can sacrifice your good name and your future plans.

### Medical Identity Theft

You may not notice that your medical identity has been stolen until it comes time for you to receive medical treatment or make a claim on your health insurance. With this kind of theft, imposters will use your name or insurance information to get medical coverage that they may not be able to afford.

### Criminal Record Identity Theft

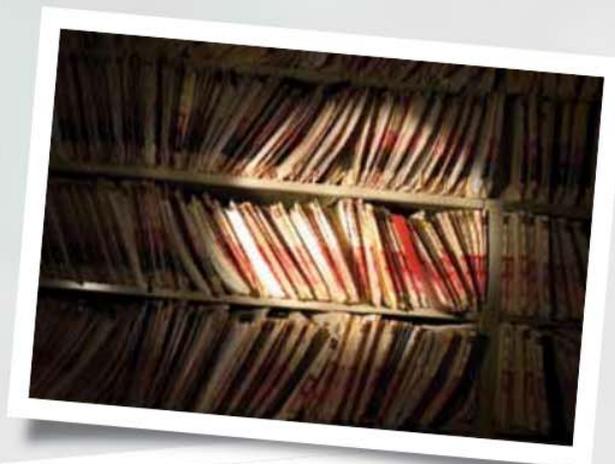
One of the scariest forms of identity theft is when criminals go after your government records. Thieves could use your information to apply for a job, avoid paying a traffic ticket or dodge arrest.

### Social Security Identity Theft

When your Social Security number is stolen by an identity thief, they can use the information to create new Social Security cards, access a number of public records or steal your name and personal information completely—assuming your identity.

### Tax-Related Identity Theft

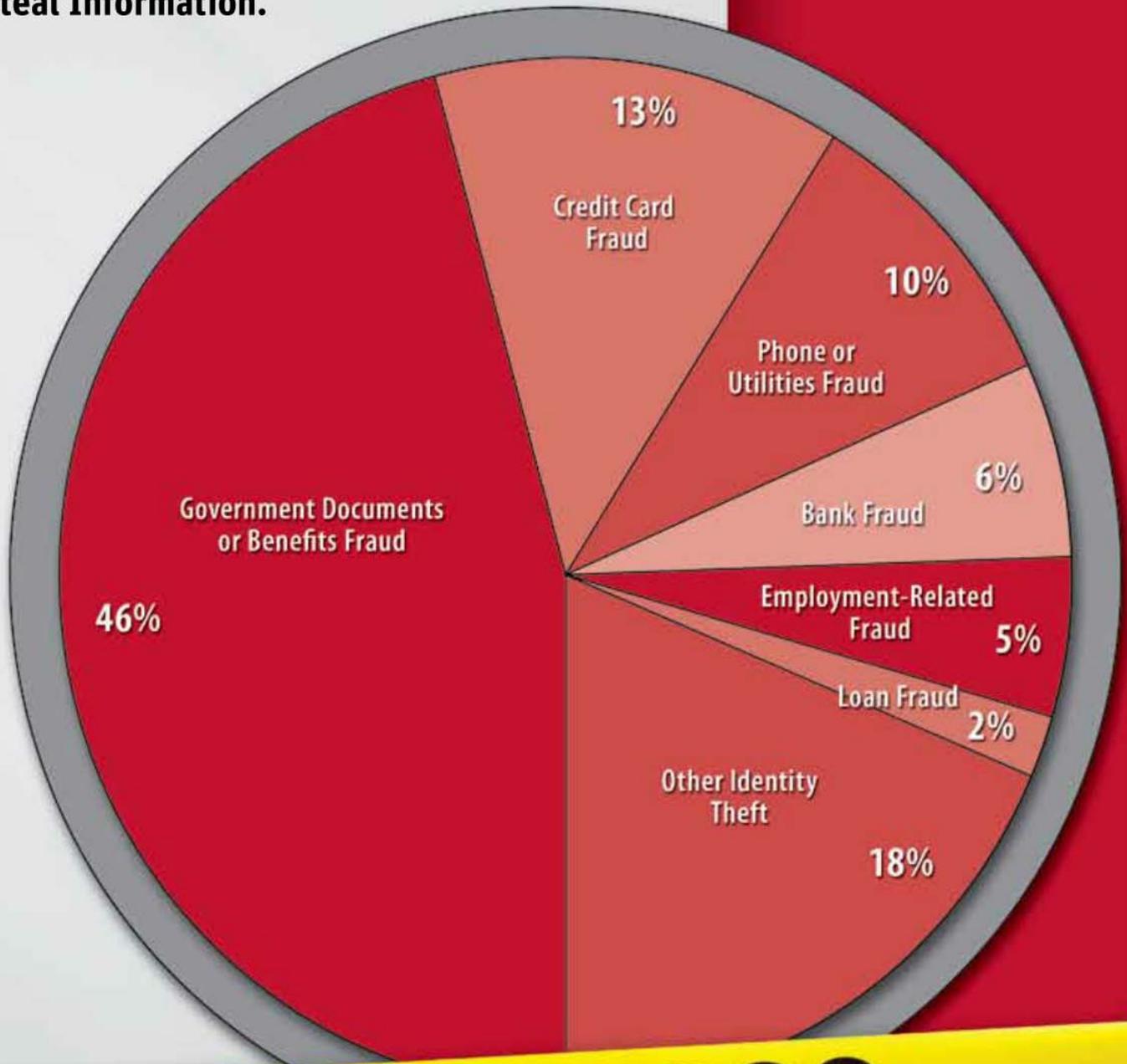
Using a stolen Social Security number, identity thieves can file fraudulent tax returns and receive refunds before you even file.



# CRIME SCENE

# HOW IDENTITY THIEVES ARE STEALING YOUR IDENTITY

Based on FTC Complaints in 2012<sup>3</sup>, These Are The Most Common Ways Thieves Steal Information.



**DO NOT CROSS**

<sup>3</sup> FTC. "Consumer Sentinel Network Data." January-December 2012

# HELP STOP IDENTITY THEFT BEFORE IT HAPPENS

## Follow These Precautions and Protection Tips To Set Up a Line of Defense Against Imposters

### In the Mail

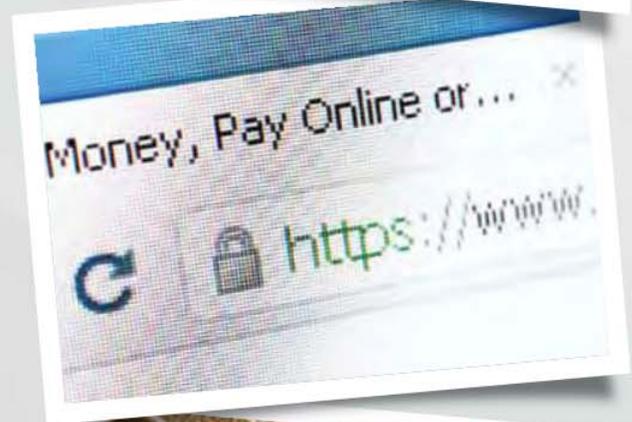
- Avoid placing outgoing mail into unlocked curbside mailboxes.
- Add a slot or a lock to your mailbox at home to prevent access to your private mail.
- Do not write account numbers or personal information on the outside of your envelopes.
- Have the post office hold your mail if you will be leaving town for more than a day or two.

### Shopping Online

- Make sure you are doing business or shopping on a secure site before you provide any information. Make sure the site features a lock in the search bar and uses an “https” address.
- Check your billing statements for the company you purchased from to verify the correct amount and the correct purchase information.
- Avoid shopping from public Wi-Fi hotspots.
- Strengthen your shopping website passwords before making any purchases, and be sure to share only the necessary information when creating a login account or page.

### Credit and Debit Cards

- When possible, use credit cards instead of debit cards. If your information is stolen from a debit card, an imposter can drain the cash from a checking or savings account—instead of running up your bill on a credit card.
- Make sure that cashiers swipe your credit or debit cards in front of you, and are not swiping them multiple times or through separate machines.
- Check your entire statement every time you receive it in the mail for your debit card or credit card, and be sure to account for every purchase or withdrawal. If banking online, check your statements as often as possible.
- Cancel your card immediately if you notice any suspicious charges or activity.
- Do not carry more debit or credit cards than are absolutely necessary.



### **At the Bank**

- Use traveler's checks when possible, which are more difficult to duplicate than personal checks.
- Investigate if you are receiving late statements or late correspondences from your bank.
- Avoid giving personal information over the phone to anyone who claims they are working for a bank or credit card company (unless you previously initiated the contact).
- Use direct deposit when possible to avoid having a check that can be stolen from a payroll department or from the mail.

### **In Your Wallet/At Your Home**

- Invest in a cross-cut shredder for all of your personal, financial or legal records, documents or correspondences. Throwing them away before shredding can leave them prone to dumpster diving imposters.
- Do not carry your Social Security card in your wallet or your purse. Keep it in a safe place at home, and only bring it out when you need it.
- Retrieve your mail promptly, and be sure to investigate if your mail is irregularly late or misses a day.
- Keep your wallet and purse secured when you are out in public, and avoid carrying more identifying personal information than is necessary.

### **The Last Line of Defense**

- Use safe Internet passwords with a combination of letters and numbers. Do not make the passwords too obvious, use them for too many accounts, or keep them written in plain sight.
- Do not give your credit card information over the phone, unless you made first contact with the company.
- Be suspicious of any unexpected emails asking for personal information.
- Destroy the hard drive of your computer if you are selling it or discarding it. Beyond just erasing the hard drive, it should be physically destroyed.
- Safeguard your personal information at all costs, and educate yourself as much as possible about the many scams, imposters, hacks and schemes that are used to procure personal information.



FTC-0000366

# HOW TO PICK UP THE PIECES AFTER IDENTITY THEFT

## If You're the Victim of an Identity-Related Crime, Here's How You Can Begin to Repair the Damage

### Step 1: Contact the Police

Instead of sitting stunned or helpless after an identity crime is discovered, you should take action right away. Start by contacting your local police or sheriff's department. Prepare and provide as much information as possible about what may have led to the identity theft.

Once your report is filed, you should be sure to do the following:

- Report the crime to your state law enforcement (to take advantage of recently toughened state laws regarding identity crimes)
- Obtain a copy of the police report to pursue your case with creditors
- Notify local authorities in the location where your identity was likely stolen



### Step 2: Check Your Bank Statements and Balances

Your bank accounts should be the first place that you turn once a breach is detected.

Timing is important when it comes to protecting your savings, and taking the right steps can keep you from losing hundreds or thousands of dollars.

- Close your account right away and place stop payments on any stolen checks.
- Ask the bank to activate its check verification service to prevent identity imposters from cashing checks on your account
- Contact the Shared Check Authorization Network (800-262-7771) to find out if fraudulent checks are being passed in your name
- Order a free copy of the ChexSystems report that lists checking accounts opened in your name. ChexSystems, Inc.: 1-800-428-9623 or [www.consumerdebit.com](http://www.consumerdebit.com)
- Contact businesses that accepted bad checks and report that you are a victim of identity theft.

If you think the fraud may exist beyond your current account—and an identity thief may have opened a new account in your name—contact your bank's consumer reporting service to close the account before it is too late.

### Step 3: Contact the Credit Reporting Agencies

Because many identity thieves are looking to take advantage of open lines of credit, the three major credit reporting agencies should play a large role in helping you recover from your stolen identity.

Consumers can receive a free credit report yearly by visiting [www.annualcreditreport.com](http://www.annualcreditreport.com). Monitoring your credit report will display all information about your credit, allow you to dispute any discrepancies, and give you notification if your credit is being used without your permission.

You should contact one of the reporting agencies as soon as possible to have your credit account flagged with a fraud alert. This agency is then required by law to contact the other two. To contact the three major agencies, use the following numbers:

<b>Equifax:</b>	<b>800-525-6285</b>	<b><a href="http://www.equifax.com">www.equifax.com</a></b>
<b>Experian:</b>	<b>888-397-3742</b>	<b><a href="http://www.experian.com">www.experian.com</a></b>
<b>TransUnion:</b>	<b>800-680-7289</b>	<b><a href="http://www.transunion.com">www.transunion.com</a></b>

Once you contact an agency:

- You can place an alert on your accounts for seven years after any identity theft
- You will receive two free credit reports within 12 months after your identity theft.
- A security freeze: a freeze can be placed on your credit by visiting any of the above credit reporting agencies.



If you suspect you are a victim of identity theft, each credit reporting agency has the option to place a free 90 day fraud alert on your account. Communication will be received from each credit reporting agency if any activity occurs on your credit.

FTC-0000367

#### **Step 4: Connect with Your Creditors**

Your creditors can be hit by identity theft as hard as you are, and it will be up to you to notify them as soon as possible of any suspicious activity on your account. The quicker you act, the easier the resolution will be.

You should contact your creditor's fraud department the second you discover any unauthorized charges, and you will be able to limit the charges that you are responsible for paying.

#### **Step 5: Report the Details of Your Case to the Federal Trade Commission (FTC)**

The national authority on identity theft and identity-related crimes, the FTC maintains an extensive database used to track, stop and catch identity thieves around the United States. You can contact the FTC through their toll-free hotline at 877-IDTHEFT [www.ftc.gov](http://www.ftc.gov).

## **STAY SECURE WHEN REPORTING YOUR IDENTITY THEFT**

- Report the theft as soon as possible to ensure that you and your personal information are protected.
- Keep a copy or record of any and all correspondence with the authorities, your financial institutions and any credit reporting agencies.
- Avoid using originals of any personal documents when possible; use notarized and certified copies instead.
- Follow-up with all requests and actions, and be persistent in clearing your name and securing your information.

## **VICTIM ASSISTANCE**

Contact the National Organization for Victim Assistance if you are a victim of identity theft for additional assistance at [www.trynova.org](http://www.trynova.org)





60 East Rio Salado Parkway  
Suite 400  
Tempe, AZ 85281

**1-800-543-3562**

**LifeLock.com**



FTC-0000369

# Identity Smart Educator Resource Guide: Overview and Outline

Complement to the LifeLock  
*Identity Smart: A Guide for Consumers  
Against Identity Theft*

Provided to you in partnership with



# Partnerships

**CyberWatch** is an Advanced Technological Education (ATE) Center, headquartered at Prince George's Community College and funded by a grant from the National Science Foundation (NSF). The CyberWatch mission is to increase the quantity and quality of the information assurance (that is, cybersecurity) workforce.

**The CyberWatch K12 Division** extends the CyberWatch Mission to the K12 Community. Its mission is to advance cybersecurity education by leading collaborative efforts to strengthen the national cybersecurity workforce.

**Educational Technology Policy, Research and Outreach (ETPRO)**, a research and development organization located in Maryland, connects educational technology policy and research to instructional practice. ETPRO brings more than two decades of experience in the educational community, and more than a decade of experience in evaluating both formal and informal educational programs at the K-16 level, and conducting educational technology policy analysis. ETPRO's expertise is founded on a combination of classroom practice across K-16 tied with a solid research base.

ETPRO originated from the Educational Technology Outreach division of the College of Education, at the University of Maryland, and in 2007 was founded as an entrepreneurial entity committed to quality education for all learners, targeting the effective use of cutting edge technology in formal and informal educational settings to increase interest in Science, Technology, Engineering and Mathematics (STEM) fields. The fundamental gap between technology use and understanding of proper practices, lead ETPRO to the forefront of research, program evaluation and development of Cyberethics, Cybersafety, and Cybersecurity (C3<sup>®</sup>) initiatives.

**C3 Conference** is a high quality professional development event for educators in Maryland and the mid-Atlantic region. The core mission of the C3<sup>®</sup> Conference is to inform the educational community about the ethical, legal, safety, and security implications of technology use and illustrate how educators and parents can apply these concepts to their own setting.

**LifeLock, Inc.** (NYSE:LOCK) is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection." In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of ID Analytics, Inc., a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

# Overview

Identity fraud is the fastest-growing category of Federal Trade Commission (FTC) complaints. In 2012, 12.6 million adult Americans fell victim to identity theft.

Children make prime targets for identity thieves specifically because they have no credit history and thus, clean credit reports. Also, because parents don't think to check their children's credit histories, the theft can continue unchecked for over a decade. Police agencies are reporting that children are now the fastest growing segment of identity theft victims. Identity thieves will use children's identities to take out loans and lines of credit they never intend to repay and to establish an identity so they can obtain things like jobs or a driver's license.

*Federal Trade Commission. "Consumer Sentinel Network Data Book for January – December 2012." February 2013.*  
*Javelin Strategy & Research. "2013 Identity Fraud Report." February 2013*

# Outline

## SECTION ONE: SURVEYS AND MATERIALS

- A. Identity Smart Educator Resource Guide: Surveys and Materials
- a. Unit Overview:  
This content is designed to provide educators with the means to explore with students the topic of identity theft and the cyberethics, safety and security strategies associated with it. Students and educators will begin to recognize and internalize the importance of assessing and identifying dangers of identity theft, practicing strategies to minimize the risk and formulating plans and next steps for minimizing the risk of loss in the event of an identity theft.
- B. Objectives:
- a. Upon completion of these lessons and presentations, students will be able to:
- Assess the dangers of identity theft and identity fraud.
  - Identify how identity thieves obtain personal information.
  - Explain what identity thieves can do with an individual's personal information.
  - Practice methods to minimize the risk of identity theft and identity fraud.
  - Recognize the warning signs of identity theft and identity fraud.
- C. Materials:
- a. Baseline and Post-Unit Surveys  
To begin the content unit on identity theft, you may wish to administer to students the baseline survey. This survey will help you gauge your student's prior knowledge and experiences surrounding the topic of identity theft. A post-unit survey, similar to the baseline survey is also included, and can help you measure changes in student knowledge. Answers keys are provided.
- D. Unit Materials
- a. Three baseline and post-unit surveys are included for three different grade bands:
- Elementary/Early Middle School
  - Middle and High School
  - High School/PTA and Educator Audiences
- b. Ice Breaker Scenarios
- c. Two case studies, entitled *Security in Cyber Space*,
- Recommended for use with middle/high school and adult level audiences.
  - The case studies provide an identity theft related vignette that introduces the unit content and helps the attendees to understand why this topic is important.
- d. *Parent take home materials* are included and can be used with all age groups.
- e. *References* are also included to help access other identity theft stories in the news.
- f. The PowerPoint and case studies can be used separate from or with any of the unit's other activities.

- E. How to Begin:
  - 1. View the materials and the Identity Smart Curriculum PowerPoint.
  - 2. After determining the audience level and format structure, decide on the activities you would like to include. For adults, the open discussion with the PowerPoint is usually enough.
  - 3. The case scenario and PowerPoint is suggested for upper age students. The hands-on activities are suggested for younger audiences.
  - 4. Baseline and follow up surveys are always recommended if time allows.

## **SECTION TWO: GOALS, DEFINITIONS, GAMES**

### **A. Identity Smart Educator Resource Guide: Goals, Definitions, Games**

This series of activities are designed to help reinforce the concepts discussed and provide a multi-approach to presenting the concepts and information.

Grade: 6-12

Content Areas: Technology, Business Education, Language Arts, Library Media

Time: 90 minutes (can be broken into two 45 minute periods)

### **B. Introductory Activity: Understanding Your Identity**

- a. The educator will call students by their wrong name to introduce the topic of identity. This will lead to a discussion which will define identity, identity theft, and identity fraud.

### **C. Activity 1: Real People, Real Scenarios**

- a. The educator will introduce the terms and definitions to the students.
- b. The students will play a game where they match the scenario to the term. By matching the identity theft terms, it will create an understanding of how their behavior can compromise the identity information of others.

### **D. Activity 2: The Big Picture**

- a. The educator will present a PowerPoint which summarizes the *Identity Smart: A Guide for Consumers Against Identity Theft* content.

### **E. Activity 3: Solutions**

- a. The students will play a BINGO game called ID SMART which will reinforce the terms while helping students to brainstorm preventative measures which will protect their identity information.

### **F. Materials**

- a. Identity Smarts Curriculum PowerPoint
- b. *Identity Smart: A Guide for Consumers Against Identity Theft*
- c. Handout: Identity Theft Terms
- d. Handout: Real People, Real Scenarios
- e. Handout: ID SMART Bingo Sheet

# Identity Smart Educator Resource Guide: Goals, Definitions, Games

Complement to the LifeLock  
*Identity Smart: A Guide for Consumers  
Against Identity Theft*

Brought to you in partnership with



**CyberWatch** is an Advanced Technological Education (ATE) Center, headquartered at Prince George's Community College and funded by a grant from the National Science Foundation (NSF). The CyberWatch mission is to increase the quantity and quality of the information assurance (that is, cybersecurity) workforce.

**The CyberWatch K12 Division** extends the CyberWatch Mission to the K12 Community. Its mission is to advance cybersecurity education by leading collaborative efforts to strengthen the national cybersecurity workforce.

**Educational Technology Policy, Research and Outreach (ETPRO)**, a research and development organization located in Maryland, connects educational technology policy and research to instructional practice. ETPRO brings more than two decades of experience in the educational community, and more than a decade of experience in evaluating both formal and informal educational programs at the K-16 level, and conducting educational technology policy analysis. ETPRO's expertise is founded on a combination of classroom practice across K-16 tied with a solid research base.

ETPRO originated from the Educational Technology Outreach division of the College of Education, at the University of Maryland, and in 2007 was founded as an entrepreneurial entity committed to quality education for all learners, targeting the effective use of cutting edge technology in formal and informal educational settings to increase interest in Science, Technology, Engineering and Mathematics (STEM) fields. The fundamental gap between technology use and understanding of proper practices, lead ETPRO to the forefront of research, program evaluation and development of Cyberethics, Cybersafety, and Cybersecurity (C3<sup>®</sup>) initiatives.

**C3 Conference** is a high quality professional development event for educators in Maryland and the mid-Atlantic region. The core mission of the C3<sup>®</sup> Conference is to inform the educational community about the ethical, legal, safety, and security implications of technology use and illustrate how educators and parents can apply these concepts to their own setting.

**LifeLock, Inc.** (NYSE:LOCK) is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection." In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of ID Analytics, Inc., a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

## Identity Smart Educator Resource Guide: Goals, Definitions, Games

This series of activities are designed to complement the LifeLock *Identity Smart: A Guide for Consumers Against Identity Theft*.

**Grade:** 6-12

**Content Areas:** Technology, Business Education, Language Arts, Library Media

**Time:** 90 minutes (can be broken into two 45 minute periods)

### Introductory Activity: Understanding Your Identity

- The educator will call students by their wrong name to introduce the topic of identity. This will lead to a discussion which will define identity, identity theft, and identity fraud.

### Activity 1: Real People, Real Scenarios

- The educator will introduce the terms and definitions to the students.
- The students will play a game where they match the scenario to the term. By matching the identity theft terms, it will create an understanding of how their behavior can compromise the identity information of others.

### Activity 2: The Big Picture

- The educator will present a PowerPoint which summarizes the *Identity Smart: A Guide for Consumers Against Identity Theft* content.

### Activity 3: Solutions

- The students will play a BINGO game called ID SMART which will reinforce the terms while helping students to brainstorm preventative measures which will protect their identity information.

### Materials

- Identity Smarts Curriculum PowerPoint
- *Identity Smart: A Guide for Consumers Against Identity Theft*
- Handout: Identity Theft Terms
- Handout: Real People, Real Scenarios
- Handout: ID SMART Bingo Sheet

## Introductory Activity: Understanding Your Identity (10 minutes)

The educator will call students by the wrong name to introduce the topic of identity. This will lead to a discussion which will define identity, identity theft, and identity fraud. The educator can modify the activity to fit the class needs.

### Objective:

- The students will define “Identity,” “Identity Theft,” and “Identity Fraud.”

### Activity:

1. The instructor begins by calling a student by the wrong name. If the student does not react, then the instructor should continue calling students by the wrong name until the students react.
2. The instructor should ask questions about why the students were reacting when they were called by the wrong name and what the consequences of that could be.

Questions include:

- a. How do you know this is (student name here)?
- b. Why can't I call him/her (wrong student name here)?
- c. Why is it so important that I call him/her by the correct name?
- d. What could happen if I didn't call him/her by the correct name?

These questions should lead the students to the conclusion that your name is an integral part to your identity and that problems can occur if we don't use correct names. Grades can be assigned incorrectly, report cards can be given to the wrong person and the nurse can give you the wrong medicine without having proper identification.

3. Ask students to define “Identity”  
*The collective aspect of the set of characteristics that make you who you are.*

Return to the original discussion about the student and ask the other students to describe that student's identity. In other words: How do we know (student name) is who they claim to be?

- a. We know him/her
  - b. We have gone to school with him/her for a long time
  - c. We have lived on the same street with him/her
  - d. He/She told us that is his/her name
4. Ask students what type of information verifies their identity.
    - a. Social Security Number
    - b. Date and Year of Birthday
    - c. Parent or Student's Bank Account Numbers and Information
    - d. Addresses (Current and past addresses)
    - e. Phone Numbers
    - f. Mother's Maiden Name
    - g. Health Insurance Information
    - h. Usernames and Passwords for Email or Online Accounts
    - i. Parent's Tax Information
    - j. Pet's names
    - k. Parent's Anniversary

5. Ask the students how businesses and organizations verify we are who we say we are?
  - a. Picture Identification (example: driver's license or membership card)
  - b. Credit Card
  - c. Social Security Card
  - d. Passport
  - e. Birth Certificate
6. Ask the students if they have ever heard of "Identity Theft?" Ask them to hypothesize a definition.  
*All types of crime in which someone wrongfully obtains another person's personal data in some way that involves fraud or deception.*
7. Ask the students if they have ever heard of "Identity Fraud?" Ask them to hypothesize a definition.  
*When someone who has obtained another's identity by fraud or deception then uses the identity for a criminal purpose.*
8. Ask the students if they have ever heard of anyone faking or stealing any of these items
  - a. Most kids will have heard how under-age persons have used fake identifications such as driver's licenses.
9. Inform the students that they will be discussing "Identity Theft" and "Identity Fraud" and eventually be brainstorming ways they can proactively protect themselves and the people they know from identity theft.

## Activity 1: Real People, Real Scenarios (35 minutes)

The educator will introduce the terms and definitions to the students. The student will be given a scenario and asked to match it with a corresponding “Identity Theft” term. The educator can modify the activity to fit the class needs.

### Objective:

- The students will play a game where they match the scenario to the term. By matching the identity theft terms, it will create an understanding of how their behavior can compromise the identity information of others.
1. Preparation: Make copies and distribute the “Real People, Real Scenarios” matching game handout.
  2. Using the PowerPoint presentation, discuss and review the “Identity Theft Terms.” Students may write down each definition in the space provided in the “Real People, Real Scenarios” matching game handout.
  3. The educator will select 10 terms (at their discretion) from the “Identity Theft Terms” document and chose one of the scenarios illustrating the specific term to be used in the game. Each term has two different scenarios to choose from. One scenario is meant to be a little more difficult than the other. The educator can choose the scenario based on the level of class knowledge.
  4. The educator will start the game by reading the first (of 10) chosen scenarios. Each scenario is marked with a letter that should be read along with the scenario. The student will match the scenario with the term on their handout in the space provided. Since the educator is only giving scenarios for 10 terms, there will be terms leftover with no letter/match.
  5. Once all scenarios have been read, ask the students to pass their paper to the student directly behind them. The educator will read the correct answers aloud and the students will grade each other’s papers.

### Identity Theft Terms

#### [Intro to Identity Theft]

Definition	Scenario 1	Scenario 2
<p><b>Identity:</b> The collective aspect of the set of characteristics that make you who you are.</p>		
<p><b>Identity Theft:</b> <i>All types of crime in which someone wrongfully obtains another person's personal data in some way that involves fraud or deception.</i></p>	<p>Identity thief, Gary, steals Jamie's social security number and other personal identifying information from her school file. Gary then goes to Target and opens up a credit card in Jamie's name and spends over \$2,000 on a new TV. Gary has committed identity theft because he's impersonating Jamie and opening up credit in her name.</p>	
<p><b>Identity Fraud:</b> <i>When someone who has obtained another's identity by fraud or deception then uses the identity for a criminal purpose.</i></p>	<p>Kelly steals Angela's driver's license from her purse at lunch. On the way home, Kelly gets pulled over by the police for speeding and reckless driving. Instead of Kelly giving the officer her driver's license, she gives him Angela's driver's license. The ticket is written in Angela's name without her knowledge. Angela finds out someone fraudulently used her driver's license when she gets a ticket in the mail stating she never paid her fees on time. Now she is in bigger trouble with the law.</p>	<p>Troy has a credit card that his parents told him to use for emergencies only. Kevin decides to steal Troy's credit card from his wallet while at gym class to buy clothes after school. Kevin spends over \$250 while impersonating Troy at the store. When Troy realizes that the credit card is missing from his wallet, he tells his parents immediately and they call the credit card company.</p>

## [Old School Methods]

Definition	Scenario 1	Scenario 2
<p><b>Change of Address Forms:</b> A way to secretly divert mail to a criminal's address to gather personal and financial data of a targeted person.</p>	<p>Randy noticed he was no longer receiving his mail. When he went to the post office, they told him his mail had been forward to a new address across town. This new address was unfamiliar to Randy. Thieves have been receiving Randy's mail for the past several weeks.</p>	<p>Rachel posts online that she's excited to leave for her European vacation over the next three weeks. Unbeknownst to Rachel, one of her online friends uses this information to her advantage by filling out a change of address form at the post office. When Rachel returns from her vacation and goes to retrieve her mail from the post office she discovers her mail had been forwarded to an unknown address.</p>
<p><b>Dumpster Diving:</b> Digging through garbage cans or public dumpsters in search of cancelled checks, credit card and bank statements, or pre-approved credit card offers.</p>	<p>After checking the mail at home, Mike throws out the unimportant pieces without shredding. Come to find out, someone that night went through his trash and found bank account information that Mike had missed.</p>	<p>Susan was working on an important document with many of her client's personal information in it. After her project was complete, she threw the drafts into the garbage instead of placing them in the shredder. Now anyone that has access to the trash has access to the client's personal information.</p>
<p><b>Mailbox Theft:</b> Stealing mail with personal information from private, curbside mailboxes.</p>	<p>Mrs. Abraham puts her outgoing bills and a birthday card to her niece in the mailbox before school. She puts up the red flag so the postman knows there is outgoing mail. Little did Mrs. Abraham know, her neighbor saw the red flag raised and took all of the outgoing mail without her knowledge. The neighbor now has Mrs. Abraham's check information and birthday gift intended for her niece.</p>	<p>Kyle had his mailbox broken into. There were many pre-approved credit card offers that were sent that day. The thief was able to send in the offers on Kyle's behalf and open new credit cards in his name.</p>
<p><b>Shoulder Surfing:</b> Secretly watching over someone's shoulder to see what password or other personal information a person types while he or she is online, phone or talking in public.</p>	<p>Max uses the library computer at school every afternoon to check his emails. Melinda decides to sit next to him one day and look over his should while he's typing his password. Melinda now has Max's password and decides to log into his account later that night.</p>	<p>Tia needs to get cash from the ATM for a school trip. While getting money from the ATM there were many people around. Alex saw Tia's PIN number when she typed it in and wrote it down. Later that day, Alex stole Tia's debit card and went to retrieve more cash from the ATM.</p>
<p><b>Theft:</b> Deliberately stealing a backpack, computer, phone or purse to get access to personal information, or stealing key documents such as a person's driver's license, social security card or birth certificate.</p>	<p>While using the restroom, Trisha's backpack was stolen. Inside were her permission slips, medical information and driver's license for an upcoming trip. Now all of these contents need to be replaced.</p>	<p>Brent's smart phone was stolen from his locker. He didn't have a password on his phone so the thief was able to access all his contacts and information.</p>

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**[Online Dangers]**

Definition	Scenario 1	Scenario 2
<b>Internet-Ready Devices:</b> Any device with the capacity to access the internet.	Molly gets a new cell phone for her birthday. She is able check her favorite websites and upload pictures she takes to the internet.	While playing his favorite game, Charlie is able to connect with his friends and people around the world to play against him.
<b>Phishing:</b> An email that looks legitimate redirecting someone to a fake website that will ask for personal information.	Daniel received an email from his school telling him he needed to send in his birth certificate and social security number to an out-of-state address to verify his age. Daniel learned in one of his classes that sometimes fake emails will come through that look legitimate. Daniel showed his dad this email and sure enough, it was fake.	Ella had a credit card for emergencies only. One day she received an email from her credit card company stating her password was about to expire. When she clicked on the link, the bank was asking for a lot of information to “verify” her identity. Ella learned during her computer class that sometimes fake emails will come through that look legitimate. Ella showed her mom this email and sure enough, it was fraudulent.
<b>Social Networking:</b> Connecting with others online through networking sites, blogs and chat rooms and revealing personal information that can be used by criminals to steal your identity.	Taylor set up an online profile to socialize with her friends. She now checks-in to tell everyone where she is, what she’s doing, upload photos, videos and voice memos.	Eddie knows a lot about cooking so he starts a blog journal all of his new recipes, successes and failures in the kitchen.
<b>Spam:</b> Fraudulent emails that promise huge prizes or extreme sales to buy popular items.	Elizabeth signed up from a promotion at the mall with her email address. Over the last week she has gotten many emails from that company and similar companies telling her about prizes and promotions she could win by signing up. Elizabeth knew not to click on these emails or he could possibly get a virus on his computer.	Kirk checked his email one day after school and had 250 new emails from unknown companies and people. Most of the subject lines were offering new TVs for less than \$100. Kirk knew not to click on these emails or he could possibly get a virus on his computer.
<b>Unsecured Wi-Fi Hotspot:</b> Wi-Fi that requires no password to join and can leave you vulnerable when typing in usernames and passwords online.	Ally needs to do her homework online. She also wants to connect to her school’s website, email and messenger. She goes to the coffee shop to connect to their free wireless. A couple days later, Allie’s accounts were hacked into.	Ben decides to download a new app when using the hotel next door’s free wireless. Little did he realize, someone was using free software to screen all username and passwords typed into the unsecured wireless. Ben’s app account has been comprised.

## [Cyber Threats]

Definition	Scenario 1	Scenario 2
<p><b>Badware:</b> Bad software that includes viruses and spyware that steal your personal information, send spam, and commit fraud. Generally, your computer is exposed to badware by downloading an unknown file or attachment.</p>	<p>Samantha needed to buy a program for her science class online. She didn't want to pay for the program so she found a free version on an unknown website. After downloading she found out the "free" software was stealing all of the files off of her computer and publishing them online.</p>	<p>Josh downloaded a file to view X-rated material online. He knew he shouldn't visit this website but since it was free he didn't care. A couple days later, his computer crashed. After getting it fixed, he learned there was a virus he downloaded and was logging all of his keystrokes. Now some thief out there has his usernames and passwords.</p> <p><i>Note: If an identity thief is viewing keystrokes then it means they can see everything you type on the computer.</i></p>
<p><b>Cyber threats:</b> Threats happening when connected to a device accessing the Internet. (Also referenced as cyberbullying).</p>	<p>Maria goes online to talk to her friends. She starts getting harassed about her outfit she wore to school by a group of girls online. Maria is embarrassed and feels insecure. The cyberbullies were saying some very hurtful things.</p>	<p>Kevin checks his social networking page and he has new posts making fun of his car. The cyberbully even build a website around Kevin and his beat-up car. Kevin is horrified and no longer wants to go to school.</p>
<p><b>Hacker:</b> Anyone who uses software attack tools to break into computers or smart phones that contain your personal records and steal the data.</p>	<p>Carson sends out a link to his entire class telling them to check out the funny video he made. Carson knew that when his classmates opened the video that it would download a virus to their computer that would give him access to the camera on their computers. Carson wanted to spy on all his friends.</p>	<p>Ashley needed a way to make some extra money for an upcoming vacation so she embedded a virus in her homework project for all her classmates to download. She knew that after her classmate's computers were infected that they would likely log onto their bank accounts and she would have access to them to withdraw money.</p>
<p><b>Malware:</b> Short for malicious software. Designed to secretly access, damage or disable computer systems without the owner's consent. Generally, your computer is exposed to malware by downloading an unknown file or attachment.</p>	<p>Jose gets an email from someone he didn't know. The email instructs him to download the attached program in order to get faster internet. Once Jose downloads this unknown attachment, his computer crashes and could not be repaired.</p>	<p>Morgan finds a website online that's offering free music and movies. She downloads songs from her favorite artist. After the download was complete she was unable to use her mouse and keyboard. One of the "free" files was infected.</p>

<p><b>Peer-to-Peer (P2P) File Sharing:</b>          Downloading software that allows you to access free music, movies or files that may leave your computer vulnerable for thieves to search the computer for any private documents on the hard drive.</p>	<p>Rex was tired of paying for songs and movies for his tablet. He decides to download software that lets him access free music and movies. Rex didn't know that the free software also opened up his entire hard drive on his device. Everything he had saved could be accessed by anyone with the same software.</p>	<p>Melissa downloaded software that allows her to get free music and movies on her computer. Later that year, her parents complained that someone stole their tax returns and other personal information. Melissa didn't realize that when she downloaded that software, it made it possible for anyone to access their computer's hard drive. Someone from a different state was able to get her parent's tax information.</p>
<p><b>Spyware:</b> Software that self-installs on a computer, enabling information to be gathered secretly about a person's Internet use, passwords, etc.</p>	<p>Seth disabled his firewall so he could download whatever he wanted without warning pop-ups. Seth found out later that software had been downloaded that was logging all of his keystrokes. All of the websites his parents, siblings and he went to had been logged by a thief. Two days later his parent's had their bank account hacked into.</p> <p><i>Note: If an identity thief is viewing keystrokes then it means they can see everything you type on the computer.</i></p>	<p>Mariah clicked on an ad that popped up about free shoes and it directed her to a fun webpage. What she didn't realize is that the website she went to was accessing her online activity thus compromising her entire computer.</p>
<p><b>Virus:</b> A program that secretly transmits itself between computers through Wi-Fi or removable storage such as USB drives and CDs. This often causes damage to computers and other users accessing the same devices.</p>	<p>William uses his computer on vacation to go online. He usually connected through unsecured Wi-Fi hotspots to check his email. Now all of his friends are texting him telling him they are getting spam. William thinks it's because he got a virus through the unsecure Wi-Fi.</p>	<p>Monica uses her friend, Sarah's USB device to get Sarah's homework documents for a class project. Once Monica inserts the USB into her computer she notices it's really slow.</p>

## [Vulnerabilities]

Definition	Scenario 1	Scenario 2
<p><b>App:</b> A specialized program downloaded onto your mobile device. In some instances, the app can be fake or your device doesn't detect malicious activity because you've "jail-broken" your phone.</p>	<p>Tia wanted to track her workouts. She went to the app store on her smart phone and downloaded the first one she saw. Once Tia installed the app, it asked her for personal information to track her workouts. Tia didn't know this app was fake and thieves were storing the information she provided to open new accounts.</p>	<p>To track his caloric intake each day, Mark looked into ways to do this on his phone. After reading all of the recommended programs, Mark downloaded the program while at home connected to his secure Wi-Fi.</p>
<p><b>Cell Phone Camera:</b> Can be used to take a picture or video of any personal information.</p>	<p>Peter and his friends go to the public library after school for homework. While applying for a library card, Peter's friend, Ryan, used his cell phone camera to take pictures of everyone's applications when they weren't looking.</p>	<p>While Lily was changing for PE, Monica was playing with her cell phone in the locker room. Lily found out later when she got online that Monica posted photos of her to a social networking account for everyone to see.</p>
<p><b>Checks:</b> Checks used to draw money from your bank accounts state your bank account number and routing information, which can easily be copied by a thief who can then fraudulently withdraw from your account.</p>	<p>Christine needed to pay for her new phone but didn't have enough cash on her. She decided to write a check and the funds will be directly taken out of her bank account. A few days later she checked her bank account and more checks were being passed in her name. It turns out that the associate at the phone store took the banking and routing information from the check she used.</p>	<p>When Charlie left for school, his mom gave him a check to pay for his upcoming field trip to the museum.</p>
<p><b>Credit Card:</b> Plastic card issued by a bank or business designed to make paying for something fast and simple. Purchases are made on credit making it easy for thieves to steal your credit card number if in the wrong hands.</p>	<p>Lucy was given a credit card by her parents to use for emergencies only. After using her credit card online to pay for books, Lucy noticed fraudulent charges. She immediately told her parents and they called the credit card company to close the account.</p>	<p>Troy was looking to build his credit so he applied for a credit card. Now Troy uses his credit card to pay for gas. Each month he pays his bill in full and on time to build up his credit score.</p>
<p><b>Debit Card:</b> A card issued by a bank allowing the holder to make purchases and the funds are automatically deducted from their bank account making it easy for thieves to have access to your bank account if in the wrong hands.</p>	<p>To learn money management, Tami's parents helped her open a bank account. With her new account, Tami was issued a debit card. Now Tami has to keep track of her PIN number and account balance. Tami told her friend, Cindy, her PIN number so Cindy could buy a snack after school. It turns out Cindy went to the ATM to get money without Tami's consent.</p>	<p>Phil didn't feel safe having his checks in his backpack so he asked his parents for a debit card. Now when Phil needs to make a purchase, he uses his debit card and PIN number to deduct money from his bank account.</p>

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<p><b>Location Settings:</b> Features on a smart phone or GPS that allow users to promote where they are located making you a target for online and physical attacks.</p> <p><i>Note: GPS stands for Global Positioning System making it easy to see where you are located.</i></p>	<p>Eva told her parents that she was going to the movies with friends. Instead she went over to her new friend Ben’s house. Her parents showed up 20 minutes later because Eva has apps on her smart phone that show where she is.</p>	<p>Todd uploaded pictures to his blog from the weekend taken with his cell phone. When he posted the photos he didn’t understand how people knew exactly where he was when taking the pictures. Todd didn’t know that the GPS coordinates are recorded in all photos unless deactivated manually.</p>
<p><b>Skimming:</b> This theft involves a small device called a “skimmer” which is used to copy the stored information in the magnetic strip on the back of your credit or debit card in order to make a counterfeit copy of your card that can then be used or otherwise sold.</p> <p><i>Note: Magnetic strip contains the credit and debit card information that is printed on the card. This is valuable information for identity thieves.</i></p>	<p>When it came time to pay her lunch bill, Sam gave her credit card to the waitress. The waitress left with her card and came back within a few minutes. Later that day, Sam got a call from her credit card company asking if she was buying plane tickets to Maui. Sam told the credit card company she did not make those charges. It turns out the waitress at the restaurant used a skimmer to copy Sam’s credit card. The waitress sold Sam’s credit card number online.</p>	<p>Lindsey paid for gas with her credit card. Days later when she was checking her statement online, she noticed charges that she didn’t make. She immediately called her credit card company and told them of the charges. It turns out there was a skimmer in the gas pump where Lindsey used her credit card.</p>
<p><b>Smart Phone:</b> Cell phones that have the capacity to go online, store personal data and have many of the same functions as a computer. By losing your device it makes you vulnerable for anyone to have access to that information if not password protected.</p>	<p>Nick has the ability to go online, download music, take pictures and have a GPS through his phone.</p>	<p>Angelina’s phone can track her location so her parents know where she is at all times. Angelina can also go online and upload pictures wherever she is.</p>
<p><b>Social Security Number (SSN):</b> A nine digit identification number in unique for each individual issued by the Social Security Administration. If in the wrong hands, thieves can open new lines of credit and get a job in your name.</p>	<p>Michael went to the DMV to get his license. He had to provide his SSN in order to verify his identity.</p>	<p>Before Michelle could get her athletic physical, she needed to fill out paperwork at the doctor’s office. The paperwork asked for her SSN so they could verify her insurance coverage.</p>

**[Best Practices]**

Definition	Scenario 1	Scenario 2
<b>Audience:</b> The potential people who could view anything you post online.	Before Mandy uploaded pictures from her weekend activities she made sure they were appropriate for anyone to see. Mandy's friend got in trouble a few months ago because the school was checking the student's social networking pages for bad and illegal behavior, and Mandy did not want to get in trouble	When Sal created his online profile he made sure to use pictures that were professional. If someone saw a photo and post about him that was inappropriate then it could cause him to not get into his college.
<b>Firewall:</b> Designed to block unauthorized access to your device when using the Internet.	Chris got a new computer and part of his package included a firewall and anti-virus protection.	Sophia received her uncle's old computer for school. Before using it, she took it to the computer shop and had a tune up to check for viruses and update her firewall and anti-virus protection.
<b>Privacy settings:</b> Controls that restrict who can view information on your online profiles. This also pertains to the settings associated with downloads, software, apps or online accounts.	When Cindy gets her new smart phone she views all the settings. She makes sure to turn off the GPS in her camera. She also makes sure the other apps on her phone don't have the location features activated.	Hank's parents told him he was able to get a social networking page as long as they could set it up together. Hank and his parents looked at each privacy setting and made sure his profile was private and he wasn't accidentally sharing his profile, photos and posts with everyone.
<b>Secured Wi-Fi:</b> A wireless technology that allows for an Internet connection from a computer, but many mobile phones, tablets and gaming devices have Wi-Fi as a feature.	Tom decides to grab a smoothie after school. He is supposed to be doing homework so he logs onto his laptop and connects to the internet by using the access card his parents gave him.  <i>Note: An access card is a secure way to get wireless internet. You're can buy them through your wireless provider. A unique password is associated with the access card.</i>	While Allison is out shopping, she forgets that she needed to pay her cell phone bill. Since there wasn't a secure place to connect she decides to wait and logon to her account when she's at home. When she's at home she connects safely.
<b>Strong Passwords:</b> Using a variety of words, characters, numbers and symbols to protect your online accounts by making them hard to guess.	Angelo has usernames and passwords for many accounts. To increase his safety online, he makes sure his passwords have a combination of upper and lower case letters, numbers and symbols. Angelo always changes his passwords every month and never uses the same password for two different websites.	When Kathy creates her username and password for her school's homework portal she uses a series of upper and lower case letters, numbers and symbols. She knows if it's over 10 characters long that it's harder for her password to be cracked.

Name: \_\_\_\_\_

**Real People, Real Scenarios Student Handout**

<b>Identity:</b>	<b>Identity Theft:</b>	<b>Identity Fraud:</b>
<b>Shoulder Surfing:</b>	<b>Theft:</b>	<b>Dumpster Diving:</b>
<b>Mailbox Theft:</b>	<b>Change of Address Forms:</b>	<b>Firewall:</b>
<b>Phishing:</b>	<b>Spam:</b>	<b>Social Networking:</b>

<b>Audience:</b>	<b>Internet Ready Device:</b>	<b>Unsecured Wi-Fi Hotspot:</b>
<b>Cyber Threats:</b>	<b>Virus:</b>	<b>Malware:</b>
<b>Badware:</b>	<b>Spyware:</b>	<b>Peer-to-Peer (P2P) File Sharing:</b>
<b>Hacker:</b>	<b>Smart Phone:</b>	<b>Cell Phone Camera:</b>

<b>Location Settings:</b>	<b>App:</b>	<b>Credit Card:</b>
<b>Debit Card:</b>	<b>Checks:</b>	<b>Skimming:</b>
<b>Social Security Number (SSN):</b>	<b>Secured Wi-Fi:</b>	<b>Strong Passwords:</b>
<b>Privacy Settings:</b>		

## Activity 2: The Big Picture (30-40 minutes)

The educator will present a trivia game which summarizes the *Identity Smart: A Guide for Consumers Against Identity Theft* content. The educator can modify the activity to fit the class needs.

### Objective:

- Students will play a trivia game which reviews the “Identity Theft” terms and content from *Identity Smart: A Guide for Consumers Against Identity Theft*.

### Activity:

#### Starting the Game

- Your class will be divided into 3 teams.
- Each team will be given a buzzer they will use to answer questions.
- Choose 1 team to pick the first category.

#### Playing the Game

- Read the question and the first team who buzzes in gets **10 seconds** to answer the question.
- You can work together as a team to answer the question or you can switch off between individual players.
- A correct answer earns the point value while a wrong answer loses the value.
- If the team gets it wrong, the other two teams are given a chance to answer.
- The team who gives the correct answer gets to choose the next category and point value.

#### Final Round

- At the end of the game, any team with a positive score will play the final round.
- You may wager any point value up to your team’s current score.
- You will have **30 seconds** to write down an answer.
- When time is up, each team will read their answer and award or deduct points based on their wager.
- The team with the highest score wins.

### Activity 3: Solutions (20-40 minutes)

The students will play a BINGO game called “ID SMART” which will reinforce the terms while helping students to brainstorm preventative measures which will protect their personal identity information. The educator can modify the activity to fit the class needs.

#### Objective

- The students will brainstorm proactive measures to help protect their identity information.

#### Activity

1. Give each student a Handout: ID SMART BINGO.
2. Ask students to fill each square with a term from the Handout: “Identity Theft” terms.
3. Set out the rules of the game:
  - a. The first student to have all the terms in the pattern that the instructor sets, wins.
  - b. These patterns could be: a full row, column, all four corners etc.
4. Randomly call out a term, students should put a check mark in the box if they have written that term on the sheet.
5. The first student to get the required pattern – a full row, column, all four corners and to call out BINGO-- has the opportunity to win.

#### There is a twist!

6. As the student calls out the terms that helped them to win, he/she cannot win unless he/she can name a preventative measure that will help protect their identity from theft.
7. If students have trouble naming a solution, the instructor can create a list that the students will research (either for homework or on another lab day) or the instructor can provide students with a solution.
8. Send students home with the *Identity Smart: A Guide for Consumers against Identity Theft* booklet and ask them to share it with their parents.

### Identity Theft Terms

- **App:** A specialized program downloaded onto your mobile device. In some instances, the app can be fake or your device doesn't detect malicious activity because you've "jail-broken" your phone.
- **Audience:** The potential people who could view anything you post online.
- **Badware:** Bad software that includes viruses and spyware that steal your personal information, send spam, and commit fraud. Generally, your computer is exposed to badware by downloading an unknown file or attachment.
- **Cell Phone Camera:** Can be used to take a picture or video of any personal information.
- **Checks:** Checks used to draw money from your bank accounts state your bank account number and routing information, which can easily be copied by a thief who can then fraudulently withdraw from your account.
- **Credit Card:** Plastic card issued by a bank or business designed to make paying for something fast and simple. Purchases are made on credit making it easy for thieves to steal your credit card number if in the wrong hands.
- **Cyber Threats:** Threats happening when connected to a device accessing the Internet. (Also referenced as cyberbullying).
- **Debit Card:** A card issued by a bank allowing the holder to make purchases and the funds are automatically deducted from their bank account making it easy for thieves to have access to your bank account if in the wrong hands.
- **Dumpster Diving:** Digging through garbage cans or public dumpsters in search of cancelled checks, credit card and bank statements, or pre-approved credit card offers.
- **Firewall:** Designed to block unauthorized access to your device when using the Internet.
- **Hacker:** Anyone who uses software attack tools to break into computers or smart phones that contain your personal records and steal the data.
- **Identity Fraud:** When someone who has obtained another's identity by fraud or deception then uses the identity for a criminal purpose
- **Identity Theft:** All types of crime in which someone wrongfully obtains another person's personal data in some way that involves fraud or deception.
- **Identity:** The collective aspect of the set of characteristics that make you who you are.
- **Internet-Ready Devices:** Any device with the capacity to access the internet.
- **Location Settings:** Features on a smart phone or GPS that allow users to promote where they are located making you a target for online and physical attacks.
- **Mailbox Theft:** Stealing mail with personal information from private, curbside mailboxes.
- **Malware:** Short for malicious software. Designed to secretly access, damage or disable computer systems without the owner's consent. Generally, your computer is exposed to malware by downloading an unknown file or attachment.
- **Peer-to-Peer (P2P) File Sharing:** Downloading software that allows you to access free music, movies or files that may leave your computer vulnerable for thieves to search the computer for any private documents on the hard drive.
- **Phishing:** An email that looks legitimate redirecting someone to a fake website that will ask for personal information.
- **Privacy Settings:** Controls that restrict who can view information on your online profiles. This also pertains to the settings associated with downloads, software, apps or online accounts.
- **Secured Wi-Fi:** A wireless technology that allows for an Internet connection from a computer, but many mobile phones, tablets and gaming devices have Wi-Fi as a feature.
- **Shoulder Surfing:** Secretly watching over someone's shoulder to see what password or other personal information a person types while he or she is online, phone or talking in public.

- **Skimming:** This theft involves a small device called a “skimmer” which is used to copy the stored information in the magnetic strip on the back of your credit or debit card in order to make a counterfeit copy of your card that can then be used or otherwise sold.
- **Smart Phone:** Cell phones that have the capacity to go online, store personal data and have many of the same functions as a computer. By losing your device it makes you vulnerable for anyone to have access to that information if not password protected.
- **Social Networking:** Connecting with others online through networking sites, blogs and chat rooms and revealing personal information that can be used by criminals to steal your identity.
- **Social Security Number (SSN):** A nine digit identification number in unique for each individual issued by the Social Security Administration. If in the wrong hands, thieves can open new lines of credit and get a job in your name.
- **Spam:** Fraudulent emails that promise huge prizes or extreme sales to buy popular items.
- **Spyware:** Software that self-installs on a computer, enabling information to be gathered secretly about a person's Internet use, passwords, etc.
- **Strong Passwords:** Using a variety of words, characters, numbers and symbols to protect your online accounts by making them hard to guess.
- **Theft:** Deliberately stealing a backpack, computer, phone or purse to get access to personal information, or stealing key documents such as a person’s driver’s license, social security card or birth certificate.
- **Unsecured Wi-Fi Hotspot:** Wi-Fi that requires no password to join and can leave you vulnerable when typing in usernames and passwords online.
- **Virus:** A program that secretly transmits itself between computers through Wi-Fi or removable storage such as USB drives and CDs. This often causes damage to computers and other users accessing the same devices.
- **Change of Address Forms:** A way to secretly divert mail to a criminal’s address to gather personal and financial data of a targeted person.

Name: \_\_\_\_\_

**Handout: ID SMART BINGO**

<b>I</b>	<b>D</b>	<b>S</b>	<b>M</b>	<b>A</b>	<b>R</b>	<b>T</b>
			<p>Free Spot</p> 			

**Become ID SMART**

- Write your Identity Theft term in the square.
- Put a check mark in the square when you hear your teacher call that term.
- Think about preventative ways you can protect your Identity Information. Write some ideas here:

**Standards**  
**C3 Matrix**  
 Common Core Reading, Writing, Listening and Mathematics  
 ISTE National Educational Technology Standards for Students

**C3 Matrix**

**Cyber-Ethics**

Students recognize and practice responsible and appropriate use while accessing, using, collaborating, and creating technology, technology systems, digital media and information technology. Students demonstrate an understanding of current ethical and legal standards, the rights and restrictions that govern technology, technology systems, digital media and information technology within the context of today's society

**Cyber-Safety**

Students practice safe strategies to protect themselves and promote positive physical and psychological well-being when using technology, technology systems, digital media and information technology including the Internet

**Cyber-Security**

Students practice secure strategies when using technology, technology systems, digital media and information technology that assure personal protection and help defend network security.

**Common Core English Language Arts & Literacy in History/ Social Studies, Science, and Technical Subjects Grades 6-12**

**ISTE National Educational Technology Standards for Students 2007**

College and Career Readiness Anchor Standards for Writing	College and Career Readiness Anchor Standards for Speaking and Listening	Mathematical Practices	2. Communication and Collaboration (a, b)	3. Research and Information Fluency (a,b,c,d)	4. Critical Thinking, Problem Solving, and Decision Making (a,b,c,d)	5. Digital Citizenship (a,b,c,d)
College and Career Readiness Anchor Standards for Reading	College and Career Readiness Anchor Standards for Writing	College and Career Readiness Anchor Standards for Speaking and Listening	2. Communication and Collaboration (a, b)	3. Research and Information Fluency (a,b,c,d)	4. Critical Thinking, Problem Solving, and Decision Making (a,b,c,d)	5. Digital Citizenship (a,b,c,d)
Key Ideas and Details (1, 2, 3)	Research to Build and Present Knowledge (7, 8, 9)	Presentation of Knowledge and Ideas (4,5,6)	2. Communication and Collaboration (a, b)	3. Research and Information Fluency (a,b,c,d)	4. Critical Thinking, Problem Solving, and Decision Making (a,b,c,d)	5. Digital Citizenship (a,b,c,d)
Craft and Structure (6)	Integration of Knowledge and Ideas (10)	Make Sense of Problems and persevere in solving them	2. Communication and Collaboration (a, b)	3. Research and Information Fluency (a,b,c,d)	4. Critical Thinking, Problem Solving, and Decision Making (a,b,c,d)	5. Digital Citizenship (a,b,c,d)
Use appropriate tools strategically	Construct Viable arguments and critique the reasoning of others	Use appropriate tools strategically	2. Communication and Collaboration (a, b)	3. Research and Information Fluency (a,b,c,d)	4. Critical Thinking, Problem Solving, and Decision Making (a,b,c,d)	5. Digital Citizenship (a,b,c,d)

# Identity Smart Educator Resource Guide: Surveys and Materials

Complement to the LifeLock  
*Identity Smart: A Guide for Consumers  
Against Identity Theft*

Brought to you in partnership with



## Brought to you in partnership with:

**CyberWatch** is an Advanced Technological Education (ATE) Center, headquartered at Prince George's Community College and funded by a grant from the National Science Foundation (NSF). The CyberWatch mission is to increase the quantity and quality of the information assurance (that is, cybersecurity) workforce.

**The CyberWatch K12 Division** extends the CyberWatch Mission to the K12 Community. Its mission is to advance cybersecurity education by leading collaborative efforts to strengthen the national cybersecurity workforce.

**Educational Technology Policy, Research and Outreach (ETPRO)**, a research and development organization located in Maryland, connects educational technology policy and research to instructional practice. ETPRO brings more than two decades of experience in the educational community, and more than a decade of experience in evaluating both formal and informal educational programs at the K-16 level, and conducting educational technology policy analysis. ETPRO's expertise is founded on a combination of classroom practice across K-16 tied with a solid research base.

ETPRO originated from the Educational Technology Outreach division of the College of Education, at the University of Maryland, and in 2007 was founded as an entrepreneurial entity committed to quality education for all learners, targeting the effective use of cutting edge technology in formal and informal educational settings to increase interest in Science, Technology, Engineering and Mathematics (STEM) fields. The fundamental gap between technology use and understanding of proper practices, lead ETPRO to the forefront of research, program evaluation and development of Cyberethics, Cybersafety, and Cybersecurity (C3<sup>®</sup>) initiatives.

**C3 Conference** is a high quality professional development event for educators in Maryland and the mid-Atlantic region. The core mission of the C3<sup>®</sup> Conference is to inform the educational community about the ethical, legal, safety, and security implications of technology use and illustrate how educators and parents can apply these concepts to their own setting.

**LifeLock, Inc.** (NYSE:LOCK) is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection." In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of ID Analytics, Inc., a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

# Identity Smart Educator Resource Guide: Surveys and Materials

Identity fraud is the fastest-growing category of Federal Trade Commission (FTC) complaints. In 2012, 12.6 million adult Americans fell victim to identity theft.

Federal Trade Commission. "Consumer Sentinel Network Data Book for January – December 2012." February 2013.  
Javelin Strategy & Research. "2013 Identity Fraud Report." February 2013

Children make prime targets for identity thieves specifically because they have no credit history and thus, clean credit reports. Also, because parents don't think to check their children's credit histories, the theft can continue unchecked for over a decade. Police agencies are reporting that children are now the fastest growing segment of identity theft victims. Identity thieves will use children's identities to take out loans and lines of credit they never intend to repay and to establish an identity so they can obtain things like jobs or a driver's license.

## Unit Overview:

This content is designed to provide educators with the means to explore with students the topic of identity theft and the cyberethics, safety and security strategies associated with it. Students and educators will begin to recognize and internalize the importance of assessing and identifying dangers of identity theft, practicing strategies to minimize the risk and formulating plans and next steps for minimizing the risk of loss in the event of an identity theft.

## Objectives:

Upon completion of these lessons and presentations, students will be able to:

- Assess the dangers of identity theft and identity fraud.
- Identify how identity thieves obtain personal information.
- Explain what identity thieves can do with an individual's personal information.
- Practice methods to minimize the risk of identity theft and identity fraud.
- Recognize the warning signs of identity theft and identity fraud.

## Materials:

### Baseline and Post-Unit Surveys

To begin the content unit on identity theft, you may wish to administer to students the baseline survey. This survey will help you gauge your student's prior knowledge and experiences surrounding the topic of identity theft. A post-unit survey, similar to the baseline survey is also included, and can help you measure changes in student knowledge. Answers keys are provided.

### Unit Materials

1. Three baseline and post-unit surveys are included for three different grade bands:
  - Elementary/Early Middle School
  - Middle and High School
  - High School/PTA and Educator Audiences
2. Ice Breaker Scenarios
3. Two case studies, entitled *Security in Cyber Space*,
  - Recommended for use with middle/high school and adult level audiences.
  - The case studies provide an identity theft related vignette that introduces the unit content and helps the attendees to understand why this topic is important.

4. *Parent take home materials* are included and can be used with all age groups.
5. *References* are also included to help access other identity theft stories in the news.

The PowerPoint and case studies can be used separate from or with any of the unit's other activities.

### **How to Begin:**

1. View the materials and the Identity Smart Curriculum PowerPoint.
2. After determining the audience level and format structure, decide on the activities you would like to include. For adults, the open discussion with the PowerPoint is usually enough.
3. The case scenario and PowerPoint is suggested for upper age students. The hands-on activities are suggested for younger audiences.
4. Baseline and follow up surveys are always recommended if time allows.

## Ice Breaker Stories (10 minutes)

### Activity:

1. Cut each headline and scenario apart and distribute to participants.
2. Divide participants into groups of two or three.
3. Distribute one story to each group. Tell the groups that they are newspaper editors planning to publish the story. Each group is to think of a good headline for their story.
4. Have participants, introduce their group members, and read their headline and story to the entire group.
5. Note: The educator can modify the activity to fit the class needs.

### Headline \_\_\_\_\_

A man and woman in Florida illegally obtained credit card numbers of more than 12,000 patrons of restaurants in Florida and distributed them to others. The couple did this by illegally tapping the computer networks of restaurants, pretending to be a legitimate computer technician servicing the restaurants.

### Headline \_\_\_\_\_

A mentally ill woman exploited a loophole in Washington, D.C. tax office online systems to gain unauthorized access to taxpayer accounts, establish herself as the owner of dozens of businesses and file returns on their behalf. The woman electronically filed FR-500 forms, a document establishing change of ownership or authorized agent, for 114 existing and fictitious businesses. Through the FR-500 process she was able to establish herself as the owner of the businesses and gain access, within 48 hours, to 76 taxpayer business accounts.

### Headline \_\_\_\_\_

The Washington, D.C. Office of the State Superintendent of Education (OSSE) that handles college financial aid requests accidentally e-mailed personal information from 2,400 student applicants to more than 1,000 of those applicants. The OSSE said the breach occurred when an employee of the agency's Higher Education Financial Services Program inadvertently attached an Excel spreadsheet to an e-mail. The information released included student names, e-mail and home addresses, phone and Social Security numbers and dates of birth.

### Headline \_\_\_\_\_

A man had his identity stolen as a child. He found out when his mother filed a tax return with the IRS, when he was 11, for some modeling work that he did. His mother notified the police, the IRS and the Social Security Administration at that time. Several years later she found the illegal alien who was using her son's social security number and the man asked, *Can I keep using your son's social security number? I'll let you have his tax refund.* She told the man to stop using her son's social security number. When the young man went off to college he was denied basic utility services like gas, electricity and telephone service because they said he already had accounts.

## Baseline Survey: Elementary/Middle School

Name \_\_\_\_\_ Date \_\_\_\_\_

Circle the correct answer

1. This piece of information was given to you at birth by your parents.
  - a. Social Security Number
  - b. Phone Number
  - c. Your Name
  - d. Your high school name
  
2. This is why people should look around their surroundings when using a computer in a public place and put their hand over the keypad when entering your PIN at the ATM when taking out money.
  - a. Shoulder Surfing
  - b. Skimming
  - c. Dumpster Diving
  - d. Shredder
  
3. This piece of equipment cuts paper into pieces that make stealing the information on the document difficult to steal.
  - a. Cheese grater
  - b. Skimming
  - c. Jaws
  - d. Shredder
  
4. These “funny” set of questions sent to you by friends on social networking sites are ways of tricking you into providing identity information about yourself.
  - a. Quizzes
  - b. IQ tests
  - c. Personality tests
  - d. All of the above
  
5. This method of identity theft is one of the most traditional—and most effective. Thieves search your trash for documents that contain your personal information and gain access to important numbers that help them commit identity theft.
  - a. Stolen wallet
  - b. Dumpster diving
  - c. Phishing
  - d. Shoulder Surfing
  
6. True or False: Identity theft and fraud is the fastest-growing category of Federal Trade Commission (FTC) complaints.
  - a. True
  - b. False

7. True or False: Since I'm young and don't use the computer or internet as much, I shouldn't be concerned about identity theft?
  - a. True
  - b. False
  
8. Sometimes thieves pretend to be real businesses and through emails, text messages and what look like real websites, try to get you to give out personal information. These are called...
  - a. Shopping carts
  - b. Dumpster diving
  - c. Phishing scams
  - d. Fake identification
  
9. There are several protections that you or your parents can do that will keep your computer more secure.
  - a. Update malware protection
  - b. Update the operating system
  - c. Update the web browser
  - d. All the above
  
10. True or False: You are on the internet and receive a popup announcement stating you could win a free iPhone. This is probably not true.
  - a. True
  - b. False

## Post-Unit Survey: Elementary/Middle School

Name \_\_\_\_\_ Date \_\_\_\_\_

Circle the correct answer

1. This piece of information was issued to you by the U.S. Social Security Administration.
  - a. Social Security Number
  - b. Phone Number
  - c. Your Name
  - d. Your high school name
  
2. This is why you should never keep your passwords or social security cards in your wallet or purse.
  - a. Shoulder Surfing
  - b. Stolen wallet or purse
  - c. Dumpster Diving
  - d. Shredder
  
3. What should you do before you toss out any papers containing personal information?
  - a. Tear up papers
  - b. Crumple up papers
  - c. Shred or burn papers
  - d. Place in the recycling bin
  
4. These pop up survey quizzes are often forwarded to you by a friend but are really often tricks to get you to share personal information about yourself.
  - a. Answer questions about someone
  - b. IQ tests
  - c. Personality tests
  - d. All of the above
  
5. This method of identity theft is an old but effective method. Thieves scout for curbside mailboxes and target for theft any mail with identity information.
  - a. Stolen wallet
  - b. Dumpster diving
  - c. Mail theft
  - d. Shoulder Surfing
  
6. True or False: The number of complaints of identity theft for younger age citizens is growing.
  - a. True
  - b. False

7. Which of the following need to be concerned about identity theft?
  - a. Younger students
  - b. Businessmen
  - c. Grandparents
  - d. All the above
  
8. A website or text message directs you to go to another website location where you are asked to update your personal information. These are called...
  - a. Shopping carts
  - b. Dumpster diving
  - c. Phishing scams
  - d. Fake identification
  
9. There are several protection options that you or your parents can do that will keep your computer more secure. Which one(s) can be done to help your computer's security?
  - a. Update your virus protection
  - b. Install operating system and browser updates
  - c. Use spyware detection
  - d. All the above
  
10. True or False: You are on the internet and receive a popup announcement stating you could win a free iPhone. This is probably a scam.
  - a. True
  - b. False

## Baseline Survey: Middle/High

Name \_\_\_\_\_ Date \_\_\_\_\_

Circle the correct answer

1. Which of the following is considered to be a safe place to put personal information about yourself?
  - a. Social Networking site
  - b. IM profile
  - c. Webpage
  - d. None of the above
  
2. This is why people entering password and private information in a smartphone or computer in public should look around, and cover the key pad when entering a PIN number at the ATM:
  - a. Shoulder Surfing
  - b. Skimming
  - c. Dumpster Diving
  - d. Shredder
  
3. Which of the following are considered to be the next wave of identity theft strategies?
  - a. Malware
  - b. Keystroke logging
  - c. Skimming
  - d. All of the above
  
4. An email is sent to you indicating that your computer is infected and that you need to download the new antivirus protection to fix the problem. A link to the new program is provided. This is an example of...
  - a. Phishing
  - b. Shoulder Surfing
  - c. Dumpster Diving
  - d. All of the above
  
5. This method of identity theft is one of the most traditional—and most effective. Thieves search your trash for documents that contain your personal information and gain access to important numbers that help them commit identity theft.
  - a. Stolen wallet
  - b. Dumpster diving
  - c. Phishing
  - d. Shoulder Surfing
  
6. True or False: Identity theft and fraud is the fastest-growing category of Federal Trade Commission (FTC) complaints.
  - a. True
  - b. False

7. Which of the following will help protect your data and communications when using a computer?
  - a. Password protect your computer and cell phone
  - b. Use strong and diverse passwords/passphrases or patterns
  - c. Avoid logging into private accounts when using free public Wi-Fi (library, coffee shop)
  - d. All the above
  
8. What program is designed to block unauthorized access to your device when using the internet?
  - a. Malware
  - b. Virus
  - c. Firewall
  - d. Identification Code
  
9. There are several protections that you or your parents can do that will keep your computer more secure
  - a. Update malware protection
  - b. Make sure when purchasing online you are connected to a secure server (https)
  - c. Update browsers and applications
  - d. All the above
  
10. True or False: You are on a social networking site and a friend posts a link inviting you to take an online personality quiz. This link could be connected with malware.
  - a. True
  - b. False

## Post-Unit: Middle/High

Name \_\_\_\_\_ Date \_\_\_\_\_

Circle the correct answer

1. Which of the following is considered to be personal information that should not be posted to your social media site as it could lead to identity theft?
  - a. Full date of birth
  - b. A picture of you
  - c. Names of your friends
  - d. Your high school name
2. The prevalence of cameras and recorders in today's mobile phones make this form of identity theft a real threat. When thieves position themselves within sight or earshot of you as you enter personal information on a smart phone or computer or order merchandise with a credit card over the phone it is called...
  - a. Skimming
  - b. Vishing
  - c. Shoulder Surfing
  - d. Shredder
3. Once installed, malware can run executable programs on your computer without your consent, including transmitting personal information via the Internet to remote computers, where it is stored and sold at a later date to counterfeiters. Which of the following is considered malware?
  - a. Viruses
  - b. Badware
  - c. Spyware
  - d. All of the above
4. A message appears in your social networking site stating, "watch this video of us goofing off." The IP address link is: <http://xh3.8756.986>. This is likely an example of:
  - a. Scareware scam
  - b. Malware link
  - c. Dumpster Diving
  - d. All of the above
5. What can you adjust when you're online to increase your level of security?
  - a. Privacy Settings
  - b. Volume Settings
  - c. Contrast Settings
  - d. All of the above

6. Children are prime victims for identity theft. Youth are now being targeted because:
  - a. They have clean credit reports
  - b. Youth are more likely to share personal data online
  - c. Youth actively use the Internet
  - d. All of the above
  
7. Which of the following will help protect your data and communications when using a computer?
  - a. Password protect your computer and cell phone
  - b. Use strong and diverse passwords/passphrases or patterns
  - c. Avoid logging into personal accounts when using free public Wi-Fi
  - d. All the above
  
8. True or False: Music sharing sites and other Peer-to-Peer (P2P) networks give thieves access to any unprotected data on your computer, including personal identity information.
  - a. True
  - b. False
  
9. There are several protections that you or your parents can do that will keep your computer more secure...
  - a. Update malware protection
  - b. Update your operating system and install patches
  - c. Update browsers and applications
  - d. All the above
  
10. True or False: Anything stored on the same hard drive as a shared library (P2P) is publicly accessible when you connect.
  - a. True
  - b. False

## Baseline Survey: High/Adult

Name \_\_\_\_\_ Date \_\_\_\_\_

Circle the correct answer

1. On average, what is the fastest growing sector of the identity theft “industry”?
  - a. Elderly identity theft
  - b. SSN cloning
  - c. Child identity theft
  - d. None of the above
  
2. Two recent trends related to SSNs and identity theft include criminals increasingly targeting minor’s (even infant’s) SSNs for identity theft, and . . . .
  - a. The SSNs of younger US residents are much easier to predict than the SSNs of those born before the 1990s.
  - b. The SSNs of males are targeted more than females
  - c. SSN cloning
  - d. All of the above
  
3. Which of the following are considered to be the next wave of identity theft strategies?
  - a. Malware
  - b. Keystroke logging
  - c. Spear phishing
  - d. All of the above
  
4. An email is sent to you indicating that your computer is infected and that you need to download the new antivirus protection to fix the problem. A link to the new program is provided. This is an example of...
  - a. Phishing
  - b. Shoulder Surfing
  - c. Dumpster Diving
  - d. All of the above
  
5. You can’t entirely remove the risk of identity theft. You can, however, minimize the impact if it does happen. Which of the following steps should be taken as protection measures?
  - a. Stop giving out your or your child’s personal information
  - b. Order a free credit report at least once a year (even if young and haven’t run up credit) or sign up for an identity theft protection service
  - c. If you find evidence of fraudulent activity, contact the police, the source of the fraud and all three credit bureaus.
  - d. All of the above

6. True or False: Personal information posted on a non-private social networking site status update is viewable by anyone online.
  - e. True
  - f. False
  
7. Which of the following will help protect your data and communications when using a computer?
  - a. Password protect your computer and cell phone
  - b. Use strong and diverse passwords/passphrases or patterns
  - c. Avoid logging into accounts when using free public Wi-Fi
  - d. All the above
  
8. What program is designed to block unauthorized access to your device when using the internet?
  - a. Malware
  - b. Virus
  - c. Firewall
  - d. Identification Code
  
9. There are several protections that you can do that will keep your computer more secure . . .
  - a. Update malware protection
  - b. Make sure when purchasing online you are connected to a secure server (https)
  - c. Update browsers and applications
  - d. All the above
  
10. Suggested password strategies include changing passwords often, using numbers, symbols and upper case letters and which of the following?
  - a. At least 5 characters
  - b. Writing down passwords so you do not forget
  - c. Using a separate password for purchase transactions
  - d. All of the above

## Post-Unit Survey: High/Adult

Name \_\_\_\_\_ Date \_\_\_\_\_

Circle the correct answer

1. Using an identity theft protection service is one of the best ways to protect your personal information from being misused, but there are also industry best practices you can put in place on your own. Which of the following is considered a recommended best practice?
  - a. Watch your credit score
  - b. Limit the amount of personal data you reveal
  - g. Use strong password tactics
  - h. All of the above
  
2. Identity theft can take many forms, from stealing your complete profile, to gathering bits of your identity and combining that information with other data to create a fake profile. Which commonly occurs when a thief has stolen your identity?
  - a. A credit card bill is paid in full
  - b. Personal loan paid off
  - c. New service agreements for cellular service or utilities
  - d. All of the above
  
3. Which of the following are considered to be the next wave of identity theft strategies?
  - a. Pigware
  - b. Cloned debit cards obtained using skimmers
  - c. Mail fraud
  - d. All of the above
  
4. What can you adjust when you're online to increase your level of security?
  - a. Privacy Settings
  - b. Volume Settings
  - c. Contrast Settings
  - d. All of the above
  
5. High-risk sources of identity theft include which of the following?
  - a. Emails from friends with no text and just a link to an unknown website
  - b. Peer-to-peer music and movie sharing software
  - c. Logging into your password-protected accounts through free public Wi-Fi sites
  - d. All of the above

6. True or False: Using a search engine to check out an unknown online link provided in an email can uncover if it is fraudulent site.
  - a. True
  - b. False
  
7. Which of the following will help protect your data and communications when using a computer?
  - a. Password protect your computer and cell phone
  - b. Use strong and diverse passwords/passphrases or patterns
  - c. Avoid logging into accounts when using a public Wi-Fi
  - d. All the above
  
8. Sometimes thieves pretend to be real businesses and use emails, text messages and what looks like real websites, try to get you to give out personal information. These are called...
  - a. Shopping carts
  - b. Dumpster diving
  - c. Phishing scams
  - d. Fake identification
  
9. There are several protections that you can do that will keep your computer more secure . . .
  - a. Update malware protection
  - b. Make sure when purchasing online you are connected to a secure server (https)
  - c. Update browsers and applications
  - d. All the above
  
10. Suggested password strategies include changing passwords often, using a separate password for purchase transactions and which of the following?
  - a. At least 5 characters
  - b. Including numbers and symbols and upper cases
  - c. Changing passwords every two years
  - d. All of the above

## Pre/Post-Unit Survey Answers

Question	Elem/Middle		Middle/High		High/Adult	
	Pre	Post	Pre	Post	Pre	Post
1	c	a	d	a	c	d
2	a	b	a	c	a	c
3	d	c	d	d	d	b
4	d	d	a	b	a	a
5	b	c	b	a	d	d
6	a	a	a	d	a	a
7	b	d	d	d	d	d
8	c	c	c	a	c	c
9	d	d	d	d	d	d
10	a	a	a	a	c	b

## Case Study 1: Middle/High

Name \_\_\_\_\_ Date \_\_\_\_\_

### Case Study

#### *Security in Cyber Space*

A group of sixth grade girls from Greater City Middle School were meeting at Brianna's house to work on a school project. They had wanted to use some fancy graphics and templates to put a brochure together, so Brianna's mom let them borrow her laptop. They had made a pretty good dent in their project so decided to take a break and check out some social networking pages and funny videos.

Brianna didn't have a social networking account. Her parents told her she could get one on her 16<sup>th</sup> birthday. "We can use mine," Sarah said. "Your parents let you have one?" asked Brianna. "No, but I really wanted one. So I just set it up myself. I pretended I was older and used another name," Sarah said. Sarah logged into her account. The girls decided to check out some of the eighth grader pages, of the girls they knew from dance class. Nancy was one of the girls from their dance class. "Is she a close friend," Brianna asked. "No, but it doesn't seem to matter. She has it so everyone can see."

*Nice dance performance the other night* (Sarah), posted Sarah on Nancy's page. "Since I'm showing up as someone else, I placed my name in parenthesis so Nancy would know who it was from," Sarah shared. "Interesting," Brianna said while feeling a little uneasy. "You could do the same thing if you want. Just use my account. Here, I'll write down my password. Just don't post anything stupid," Sarah went on. "Look, someone sent her a link to check out another performance. It says we need to download something else to view it" Sarah exclaimed. Before Brianna could say "No!" Sarah had already clicked and started the download.

#### **Questions for participants to answer.**

1. Underline or highlight all questionable practices that you noted in the case study.
2. Of those questionable issues you highlighted in question #1, what consequences could arise?
3. Suggest at least one potential way of addressing each of the issues you listed.

## Case Study 2: High/Adult

Name \_\_\_\_\_ Date \_\_\_\_\_

### Case Study

#### Security in Cyber Space

Full story can be read at: <http://www.marketwatch.com/story/the-rise-of-identity-theft-one-mans-nightmare-2010-02-10?pagenumber=1>

#### **Identity fraud nightmare: One man's story**

Crouse was once an avid fan of online shopping and banking. The Maryland resident with an \$80,000 a year construction-industry job, would auction items on eBay.com, download songs from iMesh.com and often used his debit card like a credit card. While suspicious activity in his account started with small charges of \$37 or \$17.98, charges soon escalated, sometimes adding up to over \$500 per day. Over \$22,000 dollars was charged to his debit card in six months.

He decided to open a new account at a new bank but by the next day the account got hit with a \$1,100 charge. The new bank told him it was keystroke malware that had likely done him in. The thief had hacked into one of the sites he visited regularly, his computer got infected and picked up all his personal information by tracking every key he struck.

Crouse, who has an organizational psychology PhD, had worked previously with both the FBI and Secret Service. When he got laid off from his construction-industry job he thought he would toss his hat back into his previous line of work. While his interviews went well, he kept getting turned down for contract jobs. Finally he learned why. His credit reports were poor and his financial debts were increasing all due to the identity theft. At the time of this story, Crouse was still trying to get out of a mountain of debt and had to take a lower paying job because he lost his security clearance.

#### **Questions for participants to answer.**

1. Underline or highlight all questionable practices that you noted in the case study.
2. Suggest strategies to share with others to help reduce the chance of this happening.

## Extension Activities 1

### Discussion topics:

Do any participants have first-hand knowledge of someone whose personal information was used? If so, have them share.

- Should changes be made in business practices to help stop identity theft? If so, what?
- Are consumers the only victims?
- Are consumers completely responsible for this problem?
- Why do identity thieves steal people's identity?
- What do you think victims feel like after having their identity stolen?
- What are several ways identity thieves can "steal" information?
- For each of the ways listed above, suggest possible solutions.
- What can YOU do to help combat this crime?
- What are some ways a thief could try to trick you into giving him/her your personal data/information?
- Why do you think different studies and surveys, about the number and types of victims, vary so much?
- Share 1-2 things you plan to do to safeguard your identity against theft (or your child's identity).

### Projects:

Based on your own experience or someone you know (you may need to interview classmates, an adult or parent), write a paragraph regarding their identity theft experience. When did it happen? What happened? Why did it happen? Did it occur through electronic or non-electronic means? How and when did they realize their identity had been stolen? What type of damage did it cause? What could have prevented it?

- Survey a group of classmates or friends regarding identity theft. You can make up your own quiz from what you learned during this unit or use the parent quiz included in this unit. Or you could also send them to <http://www.sonicwall.com/furl/phishing/> to test their knowledge. Use charts, tables and graphs to share your results. Write a paragraph on your findings.
- Research the history of the Social Security number. What's the purpose? When did it first start? Who got the first card? Whose SSN was most stolen? How is your SSN determined? When are you required to apply for a SSN? Why do some people get a SSN before their first birthday and when was that procedure started.
- Make a list of at least five popular scams and five popular hoaxes and explain them to your classmates.
- Research several surveys or studies on identity theft and explore the impact of this crime at both the individual victim and societal level.

## Extension Activities 2

### Projects continued:

- Research the most recent malware attacks that have been tied to identity theft. How did they work? Who did they target? Who or how many victims did they effect? What vulnerability was exposed? What would have been possible solutions to counter the malware?
- Create a presentation for your class, another class or PTA group about identity theft and tell them what they need to know about this crime. If possible create a PowerPoint presentation. Start with a few basic statistics and facts to grab their attention. Include the following: assessing the dangers of identity theft, sharing different ways identity thieves obtain personal information, explaining the consequences of identity theft, sharing methods to minimize the risk of identity theft, listing warning signs of identity theft, and plans or next steps to help deter and minimize the loss in the event of an identity theft.
- List 5 to 7 characteristics of a strong password. Make a list of passwords and as a group walk through the characteristics the group created. Will it be easy to guess? Is the password a real word that can be found in the dictionary? Is it at least 8 to 10 characters? Is it a password, passphrase or pass pattern? Does it include upper and lower cases? Numbers and symbols? Will it be easy to remember?
- Research the security of your personal e-mail account. Create a list of e-mail settings. Which of these would you consider to be the most critical? Least critical? Examine your (and/or your child's) personal e-mail settings. How do you measure up? How could you improve your e-mail account settings? Write a short paper or create a presentation sharing your findings.
- Research the differences between identity theft protection services and malware protection services. What can identity theft protection services do besides checking on credit scores?
- Research the types of career options that are associated with the reduction and alleviation of identity theft? Consider Information Technology, secure programming, computer science, Information Systems, forensic sciences, law enforcement, privacy officers and advocates, fraud investigators, digital crime/law and legislators. Why is each important?

## Take Home Quiz

Identity thieves use many ways of getting your personal financial information so they can make fraudulent charges or withdrawals from your accounts. Do you know how you can reduce the risk of becoming a victim of identity theft?

Take the simple quiz, and see how you score.

Have your child share what they have learned through their *Identity Smart Unit*. Then take the time to review some of the topics below.

Give yourself 1 point for each item you check off indicating a strategy you take.

Points		
	1	When I keep my ATM cards and credit cards in my wallet or purse, I never write my PIN (Personal Identification Number) on any of my cards or sticky note inside the wallet or purse.
	2	When I leave my house, I take with me only the ATM and credit cards I need for personal or business purchases.
	3	When I get my monthly credit-card bills, I always look carefully at the specific transactions charged to my account before I pay the bill.
	4	When I get my monthly bank statements, credit-card bills, or other documents with personal financial information on them, I always shred them before putting them in the trash.
	5	When I get mail saying I've been preapproved for a credit card, and don't want to accept or activate that card, I always shred the preapproval forms before putting them in the trash.
	6	I request a copy of my credit report at least once a year.
	7	If I think that I may be a victim of identity theft, I would immediately contact the FTC to report the situation and get guidance on how to deal with it.
	8	I regularly update not only my operating system software, but my browser, applications and plug-in software.
	9	I use a separate password for purchasing transactions and all my passwords are changed often, have at least 8 or more characters, and include numbers, symbols and upper and lower cases.
	10	I understand the fastest growing sector of identity theft is <i>child identity theft</i> . Therefore, I have talked to my child about identity theft strategies like limiting the amount of personal information online, and I have checked my child's credit rating.
	TOTAL	

How did you measure up?

## Identity Theft Quiz: Answer explanations

1. Reason: If you lose your ATM or credit card, identity thieves or other criminals can have instant access to your bank or credit-card account.
2. Reason: If your wallet or purse is lost or stolen, and you're carrying fewer cards, you'll have to make fewer calls to banks and credit-card companies to report the losses and the odds of fraudulent charges in your name will be lower.
3. Reason: Someone who gets your credit-card number and expiration date doesn't need the actual card to charge purchases to your account. If you don't look closely at your credit-card statement each month, you might not have any recourse if fraudulent transactions go through and you don't dispute them promptly with your credit-card company. As soon as you see unauthorized charges on your statement, contact the credit-card company immediately to report them.

Limit your liability. For credit cards, your limit of liability is only \$50 if you report the fraudulent activity within 60 days. For debit cards, your limit of liability is \$50 if you report the fraudulent activity within 2 business days. If you report between 3-60 days then your limit of liability is \$500. After 60 days the financial institution doesn't have to reimburse you.

4. Reason: Some identity thieves aren't shy about "dumpster diving" - literally climbing into dumpsters or rooting through trash bins to look for identifying information that someone threw out. Buying and using a shredder on your home or office is an inexpensive way to frustrate dumpster divers and protect your personal data.
5. Reason: If you throw out the documents without tearing them up or shredding them, "dumpster divers" can send them back to the credit-card company, pretending to be you but saying that your address has changed. If they can use the account from a new location, you may not know the account's being used in your name.
6. Reason: Any consumer can request one free copy of his or her credit report per year. Reviewing your credit report can help you find out if someone has opened unauthorized financial accounts, or taken out unauthorized loans, in your name. Go to [www.annualcreditreport.com](http://www.annualcreditreport.com) to request a copy for you and your children.
7. Reason: Identity theft is a crime under federal law, and under the laws of more than 44 states, that carries serious penalties including imprisonment and fines. To help law enforcement in investigating and prosecuting identity theft, the Federal Trade Commission (FTC) maintains a national database of complaints by identity theft victims. The FTC, through a toll-free hotline (1-877-ID-THEFT), can also help you decide what steps to take in trying to remedy the situation and restore your good name and credit. Credit bureaus should also be notified so that they can flag your credit report. Local police, by taking a report and providing you with a copy, can help you show creditors that an identity thief has been conducting certain transactions in your name and without your permission.

8. Reason: Unpatched software with security holes that have not been plugged place serious vulnerabilities inside your computer, holes that criminals are continually seeking to exploit. Criminals can probe for such vulnerabilities using automated tools that can probe thousands of computers an hour. With a variety of software systems running it's not enough to just update the operating system. Take the time to have updates applied automatically or regularly update software yourself.
9. Reason: Programs to crack passwords or read them from the network are readily available. In order to limit the risk of your password being cracked, it should be at least 10 characters long and include letters (both upper and lower case), digits and symbols. This makes it harder to "crack"—efforts are usually drawn to the lowest hanging fruit. You should change your password regularly and always after a trip where you could have exposed your password at a remote site.
10. Reason: It's difficult to estimate exactly how many children lose their identities since the crime can go undetected for years. Reasons include: (i) a child's identity is a blank slate, and the probability of discovery is low, as the child will not be using it for a long period of time; (ii) parents typically don't monitor their children's identities; and (iii) kids are active online and often give out too much information.

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## LifeLock to Present at the 15th Annual Needham Growth Conference

**Tempe, Ariz.** — LifeLock, Inc., an industry leader in proactive identity theft protection, today announced that Todd Davis, Chairman and Chief Executive Officer, and Chris Power, Chief Financial Officer, will present at the 15th Annual Needham Growth Conference in New York, NY.

This presentation is scheduled for Wednesday, January 16, 2013 at 10:40 a.m. Eastern Time, or 7:40 a.m. Pacific Time. A live webcast, as well as a replay, of the presentation will be accessible from the investor relations page of the LifeLock website at <http://investor.lifelock.com/>.

### About LifeLock

**LifeLock, Inc.** (NYSE: LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of **ID Analytics, Inc.**, a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

### Identity Theft 101

Understanding identity theft and how it can affect you



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## LifeLock Announces Date of Fourth Quarter and Full Year Financial Results Conference Call

**Tempe, Ariz.** — LifeLock, Inc., an industry leader in proactive identity theft protection, today announced that it will report its fourth quarter and full year 2012 financial results for the period ended December 31, 2012 after market close on Wednesday, February 20, 2013. LifeLock also announced that it will hold a conference call on the same day at 5:00 PM Eastern Time to discuss its fourth quarter and full year 2012 financial results. The conference call may include forward-looking statements.

The conference call can be accessed by dialing (866) 831-6247 from the United States or (617) 213-8856 internationally with conference ID 16059559, and a live webcast of the conference call can be accessed from the investor relations page of LifeLock's website at investor.lifelock.com. Following the completion of the call through 11:59 PM Eastern Time on February 27, 2013, a recorded replay will be available on LifeLock's website, and a telephone replay will be available by dialing (888) 286-8010 from the United States or (617) 801-6888 internationally with recording access code 95505038.

### About LifeLock

**LifeLock, Inc.** (NYSE: LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of **ID Analytics, Inc.**, a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

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## LifeLock Presents Free Identity Theft Summit to Bring Together Law Enforcement Officials in Virginia

**Tempe, Ariz.** — **LifeLock, Inc.**, an industry leader in proactive identity theft protection, and the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**) will provide a free, one-day identity theft summit for local law enforcement officials in Virginia. The award-winning educational summit will be hosted by the **Piedmont Regional Crime Prevention Association** on January 23.

"LifeLock's longstanding partnership with the FBI Law Enforcement Executive Development Association provides attendees an in-depth, behind the scenes look at the crime. These summits demonstrate the scope of the crime and provide law enforcement with proven investigative techniques," said **Todd Davis, LifeLock Chairman and CEO**.

Attendees of the summit will be presented with in-depth instruction on the technological resources available to assist in identity theft investigations, as well as hands-on learning with tools used by today's identity thieves, including the use and demonstration of trending technologies and tampering devices.

"Identity theft can often be thought of as a credit card compromise. However, the actual scale of this crime is much larger than that. Criminals can use personal information to commit medical identity theft, IRS tax fraud, employment fraud, criminal identity theft and much more," said Davis.

The summit is open to chiefs, sheriffs, investigative supervisors, fraud unit investigators, patrol officers and community policing personnel. The training features keynote speaker, Justin Feffer, a 24-year law enforcement veteran.

### Details for the One-Day Identity Theft Summit in Middletown, VA:

- The Middletown summit will be held from 8:00 a.m. to 4:00 p.m. on **Wednesday, January 23** at the **Rappahannock Regional Criminal Justice Academy**, Middletown Campus, 2275 Third Street, Middletown, VA 22645.

Since 2008, over 100 trainings have been presented across the United States. In coordination with the summits for law enforcement, LifeLock also provides free education to consumers nationwide. To host a presentation please visit [LifeLock.com](http://LifeLock.com).

### About LifeLock

**LifeLock, Inc.** (NYSE: LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of **ID Analytics, Inc.**, a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

### Identity Theft 101

Understanding identity theft and how it can affect you



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## LifeLock Presents Free Identity Theft Summit to Bring Together Law Enforcement Officials in Arizona

**Tempe, Ariz.** — **LifeLock, Inc.**, an industry leader in proactive identity theft protection, and the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**) will provide a free, one-day identity theft summit for local law enforcement officials in Arizona. The award-winning educational summit will be hosted by the **Peoria Police Department** on February 7.

"It's no secret that identity theft is a serious crime whose victims range from children to the elderly. The criminals behind this crime can be unscrupulous, filing tax returns on behalf of hard-working individuals or even re-routing the mail of unsuspecting homeowners," said **Todd Davis, LifeLock Chairman and CEO**.

The training features keynote speaker, Justin Feffer, a 24-year law enforcement veteran, and is open to chiefs, sheriffs, investigative supervisors, fraud unit investigators, patrol officers and community policing personnel. Attendees of the summit will be presented with in-depth instruction on the technological resources available to assist in identity theft investigations, as well as hands-on learning with tools used by today's identity thieves, including the use and demonstration of trending technologies and tampering devices.

"Identity theft awareness is significant across the board; from our community members to our law enforcement officials who are combatting the crime first hand. Through our partnership with the FBI-LEEDA we are able to help further educate officials as well as offering consumers **educational presentations**," said Davis.

This will be the 6th training presented in Arizona since 2008, previously held in the cities of Phoenix, Scottsdale, Tempe, Mesa and Prescott Valley. According to the Federal Trade Commission's **2011 Consumer Sentinel Report**, Arizona ranked 4th in nation for identity theft complaints directly behind Florida, Georgia and California.

### Details for the One-Day Identity Theft Summit in Peoria, AZ:

- The Peoria summit will be held from 8:00 a.m. to 4:00 p.m. on **Thursday, February 7** at the **Peoria Police Department**, Peoria Room, 8351 W. Cinnabar Avenue, Peoria, AZ 85345.

Over 100 trainings have been presented across the United States since 2008. In coordination with the summits for law enforcement, LifeLock also provides free education to consumers nationwide. To host a presentation please visit [LifeLock.com](http://LifeLock.com).

### About LifeLock

**LifeLock, Inc.** (NYSE: LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of **ID Analytics, Inc.**, a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

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Understanding identity theft



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## LifeLock Goes to Hollywood with the World Premiere of Universal Pictures' Comedy *Identity Thief*

**Tempe, Ariz.** — **LifeLock, Inc.** (NYSE:LOCK) a leading provider of proactive identity theft protection services, has aligned with Universal Pictures to present the world premiere of the comedy *Identity Thief* in Los Angeles on February 4, 2013, it was announced today.

*Horrible Bosses'* Jason Bateman and *Bridesmaids'* Melissa McCarthy lead the cast of the film, an all-star comedy in which a regular guy is forced to extreme measures to clear his name. With everything to lose after his identity is stolen, he'll find out how crazed you can get trying to settle a bad credit score.

LifeLock has had previous success in television and film integration including NBC's *The Apprentice* and *Stars Earn Stripes*.

"In the business of identity theft protection, we know that this crime is not a laughing matter, however we can appreciate the forum that is being used to bring this issue to light," said LifeLock Chief Marketing Officer Marvin Davis. "LifeLock chooses to align with exciting and relevant entertainment properties to engage a broader, more diverse population in order to better educate consumers about the very serious crime of identity theft."

LifeLock has launched the *Identity Thief Sweepstakes* in which one lucky winner will receive a VIP trip for two to the world premiere in Los Angeles. Daily prizes also include Movie Money to the film, opening in theaters nationwide on February 8. To enter, visit the [LifeLock Facebook page](#) and enter daily for a chance to win. (No purchase necessary. Must be a U.S. resident age 18 or older. See [Official Rules](#) for complete details.)

To learn more about how to protect yourself against identity theft, visit LifeLock's consumer education site at [LifeLock.com/Education](#).

### About LifeLock

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## LifeLock to Present at the Goldman Sachs Technology & Internet Conference

**Tempe, Ariz.** — **LifeLock, Inc.** (NYSE:LOCK), a leading provider of proactive identity theft protection services, today announced that Todd Davis, Chairman and Chief Executive Officer, and Chris Power, Chief Financial Officer, will present at the Goldman Sachs Technology & Internet Conference in San Francisco, CA.

This presentation is scheduled for Wednesday, February 13, 2013 at 2:40 p.m. Eastern Time, or 11:40 a.m. Pacific Time. A live webcast, as well as a replay, of the presentation will be accessible from the investor relations page of the LifeLock website at <http://investor.lifelock.com/>.

### About LifeLock

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## LifeLock and FBI-LEEDA Bring Identity Theft Education to Brevard County

*Sheriff Wayne Ivey to Host Free Training for Law Enforcement*

**Tempe, Ariz.** — According to **CBS Miami**, federal prosecutors say South Florida remains one of the worst places in the country for identity theft. **LifeLock, Inc.**, an industry leader in proactive identity theft protection, and the **FBI Law Enforcement Executive Development Association (FBI-LEEDA)** will provide a free, one-day identity theft summit for local law enforcement officials in Florida. This award-winning educational summit marks the 120th training to be held since October 2008. This milestone training will be hosted by **Sheriff Wayne Ivey and the Brevard County Sheriff's Office** on February 21. Ivey was instrumental in the development of the LifeLock/FBI-LEEDA law enforcement training program from 2008-2011.

The summit will occur just as the 2012 tax season begins with the IRS issuing an **apology** to identity theft victims, now scammed taxpayers, regarding the length of time it takes for them to obtain their legitimate refunds back.

"LifeLock's longstanding partnership with FBI-LEEDA provides attendees an in-depth, behind the scenes look at the crime of identity theft. These summits demonstrate the scope of the crime and provide law enforcement with proven investigative techniques," said Todd Davis, LifeLock Chairman and CEO.

The course will provide law enforcement participants with hands-on experience with the various tools being utilized by identity thieves. Participants will hear from law enforcement officials, local prosecutors, as well as experts in the field of peer-to-peer networking.

### Details for the Identity Theft Summit in Cocoa, FL:

- The Cocoa summit will be held from 8:00 a.m. to 4:00 p.m. on **Thursday, February 21** at the **University of Florida**, Brevard County Agricultural Center, 3695 Lake Drive, Cocoa, FL 32926.

The summit is free and open to chiefs, sheriffs, investigative supervisors, fraud unit investigators, patrol officers and community policing personnel. Officials of all experience level in investigating identity theft crimes are encouraged to attend.

In addition to the law enforcement summits, **LifeLock** aims to further educate consumers on identity theft and empower them to start protecting themselves by hosting numerous free educational presentations around the country. The award-winning LifeLock Speakers Series program provides attendees with a better understanding of the various risks associated with identity theft, current trends in the crime, and the diverse ways identity theft can happen.

### About LifeLock

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## LifeLock Names Key Executives to Further the Fight against Identity Theft

**Tempe, Ariz.** — LifeLock (NYSE: LOCK), an industry leader in proactive identity theft protection, has made two additions to the leadership team with the announcement of Steve Seoane as Chief Product Officer and Miles Mahoney as Senior Vice President of Enterprise Sales and Alliances. Seoane joins LifeLock from ID Analytics, a LifeLock subsidiary where he was the Senior Vice President of Enterprise Solutions. Mahoney comes to LifeLock from Altair Engineering where he served as President.

"Steve and Miles have deep knowledge of scaling successful technology businesses and I am delighted to have them join the LifeLock Leadership Team," said LifeLock President, Hilary Schneider. "Steve has strong insight into the data, analytics and science that enable LifeLock to offer unique products with proactive protection to consumers and enterprises. Miles has differentiated experience in building successful partner sales and alliance organizations that enable absolute focus on partner needs – both at top global technology companies and entrepreneurial environments."

In the role of Chief Product Officer, Seoane will drive improvements to existing offerings and bring new products to market that address the growing problem of protecting and validating identity for members and enterprises. Seoane's career includes years of experience in building and using scores and analytic products to address the fraud, authentication, compliance and credit risk needs for many companies. Prior to his role at ID Analytics, Seoane served in executive positions with LexisNexis Risk Solutions and Capital One's Hispanic Line of business. He has extensive experience working with credit bureau data and non-traditional public record data. He earned his Bachelor's Degree from the United States Naval Academy and his Master's Degree from the University of Maryland.

As the Senior Vice President of Enterprise Sales and Alliances, Mahoney will spearhead LifeLock initiatives to partner with enterprises in providing identity thefts solutions to their customers. Mahoney has a proven track record of building successful global sales and alliance organizations predicated on laser focus on the enterprises needs and the ability to deliver solutions that drive business results. He has previously held executive roles with SAS Institute, Crystal Decisions, Business Objects and Day Corporation. He received his Bachelor's Degree in Business Administration and Finance from Montana State University and a Master's Degree in Business Management from Pepperdine University.

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## Less Than One Quarter of Taxpayers Very Concerned about Identity Theft when Filing Returns

*LifeLock Study Shows Consumers Need Education on Identity Theft*

**Tempe, Ariz.** — Despite recent reports showing increases in identity theft, consumers' knowledge on identity theft is not keeping pace with the crime. According to the new 2013 LifeLock Tax Fraud Survey, conducted online by Harris Interactive on behalf of LifeLock in February, among 2,090 U.S. adults age 18 and older, less than one quarter (24 percent) of taxpayers selected the top 2 points of concern on a 5 point scale about identity theft when filing their returns. Additionally, 70 percent of Americans think it is possible for a fraudster to use their name and Social Security Number (SSN) to file a return before they do, blocking the actual taxpayer's refund from the IRS. Yet despite this concern, 38% of those who have previous years' returns saved on their computer do not have password protection for these files.

In February 2013 the Federal Trade Commission (FTC) released their annual "[Consumer Sentinel Network Data Book](#)" that looked at consumer complaints from January 1 through December 21, 2012. Identity theft was the number one complaint category in the Consumer Sentinel Network, and of those more than 369,000 complaints, Government Documents and Benefits fraud accounted for 46% of all complaints. As noted by the FTC, identity theft related to Government Documents and Benefits includes Tax or Wage Related Fraud, accounting for 43% of the complaints.

"As a company that sees identity theft threats 24/7, we are concerned about the large disconnect between this growing threat and consumer education. This is really playing into the hands of identity thieves," said LifeLock President Hilary Schneider.

The survey examined Americans' identity fraud concerns and tax return filing behavior for tax season.

The 2013 LifeLock Tax Fraud Survey highlights include:

- **No Password = No Protection** – Nearly three-in ten (29 percent) Americans keep copies of previous years' tax returns on their computer, but 38 percent of this group do not protect their returns with a password. This makes these returns more vulnerable to criminals through peer-to-peer file sharing programs or lost devices.
- **College Graduates at Great Risk** – Those who are college graduates or have higher education (45 percent) are more likely than those with some college education or less (22 percent) to store copies of previous years' tax returns on a computer, but 44 percent of this group still did not have the return password-protected.
- **North Versus South** – Americans in the Southern states (27 percent) are more likely to have selected the top 2 points on a 5 point scale of concern about identity theft when filing compared to their Northeastern counterparts (18 percent).

\* <http://www.irs.gov/uac/SOI-Tax-Stats---Numbers-of>Returns-Filed-by-Type-of-Return---IRS-Data-Book-Table-2>

### Survey Methodology

This survey was conducted online within the United States by Harris Interactive on behalf of LifeLock from February 4th to 6th, 2013 among 2,090 adults ages 18 and older. When a population number was included, it was extrapolated from the number of Americans 18 and older in the most recent U.S. Census data. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Scott Love of Schwartz MSL at [lifelock@schwartzmsl.com](mailto:lifelock@schwartzmsl.com).

### About Harris Interactive

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Harris Interactive is one of the world's leading market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for **the Harris Poll®** and for pioneering innovative research methodologies, Harris offers proprietary solutions in the areas of market and customer insight, corporate brand and reputation strategy, and marketing, advertising, public relations and communications research. Harris possesses expertise in a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Additionally, Harris has a portfolio of multi-client offerings that complement our custom solutions while maximizing our client's research investment. Serving clients in more than 196 countries and territories through our North American and European offices, Harris specializes in delivering research solutions that help us - and our clients - stay ahead of what's next. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

## About LifeLock

**LifeLock, Inc.** (NYSE: LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of **ID Analytics, Inc.**, a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

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## ID Analytics Introduces ID Network Attributes For Greater Insight Into Identity Risk

*Solution Leverages the ID Network to Provide New Level of Visibility into the Way Consumers Use Their Identity Elements to Gain Products and Services*

**SAN DIEGO, CA** — **ID Analytics**, a leader in consumer risk management, announced today the launch of ID Network® Attributes, targeted consumer behavior insights that provide detailed, up-to-the-minute visibility into the risk of an identity or transaction. Available in both Fraud and Compliance & Verification bundles, ID Network Attributes provide companies with the critical information required to drive rule-based systems, enhance custom models and improve the accuracy and efficiency of manual reviews. The solution harnesses the same predictive insights behind ID Analytics' other flagship risk management solutions that help organizations authenticate an identity, verify identity elements or determine a transaction's relative risk for fraud.

Fraud experts in the wireless, bank and retail credit card, and small-merchant underwriting industries will use ID Network Attributes for Fraud to help them create custom, powerful fraud detection solutions. ID Network Attributes for Compliance & Verification offer risk managers new and innovative granular insights designed to resolve identity-related issues crucial to verification and compliance challenges.

ID Network Attributes deliver real-time insights directly from the **ID Network®**, one of the nation's largest networks of cross-industry consumer behavioral data. ID Analytics' ID Network is constantly updated, covering nearly 100 percent of the U.S. adult population and processing 45 million new identity element updates per day for an up-to-the-minute perspective on the risk of an identity or transaction in the marketplace. By delivering a real-time, cross-industry view into consumer risk, ID Network Attributes capture consumer behaviors missed by other technologies and provide organizations with insights that are highly predictive of the risk of identity-related fraud.

"As identity risk challenges continue to evolve, striking a balance between risk management and an excellent consumer experience has become a moving target," said Garient Evans, director of Identity Risk Solutions, ID Analytics. "ID Network Attributes address this challenge, providing leading organizations with sophisticated data assets to effectively mitigate fraud, assess compliance, reduce friction and verify identities."

ID Network Attributes is a hosted software solution that is easy to implement and provides unique value to new account acquisition and account management processes. The solution can receive requests and return attributes in real-time or in batch. ID Network Attributes examine a consumer's identity elements, individually and in combination, across eight categories of behavior: confirmed negative behavior, demographics/mode of living, online profile, pattern, velocity, verification, relationship and validation.

Key ID Network Attributes benefits include:

- **Manual Review Enhancement**—ID Network Attributes increase the effectiveness of a company's manual review process by providing details into prospective fraud and compliance risk.
- **Rule-based Strategies**—ID Network Attributes are used to improve fraud, compliance and verification scorecards, decision trees and workflow processing strategies.
- **Custom Model Input**—ID Network Attributes deliver significant, incremental predictive performance as a model input.

"In today's challenging credit environment, financial institutions need to assess not only the credit worthiness of applicants but also the risk of fraud at issuance and throughout their relationship," said Jason Malo, research director, CEB TowerGroup. "Fraud management strategies must be informed by an understanding of identity at a level of granularity beyond the individual, to include the history of singular attributes they use to identify the person."

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ID Analytics will host a webinar to discuss best practices for fraud and compliance attributes on March 28 at 9:30 a.m. PT. Attendees will learn how companies can gain the comprehensive insight into identity risk needed to stay ahead of evolving identity risk threats while preserving a positive customer experience. Those interested in the webinar can register [here](#).

### Availability

Companies with an interest in gaining insight into consumer identity information should contact [sales@idanalytics.com](mailto:sales@idanalytics.com).

### About ID Analytics, Inc.

ID Analytics is a leader in consumer risk management with patented analytics, proven expertise, and real-time insight into consumer behavior. By combining proprietary data from the **ID Network®**—one of the nation's largest networks of cross-industry consumer behavioral data—with advanced science, ID Analytics provides in-depth visibility into identity risk and creditworthiness. Every day, many of the largest U.S. companies and critical government agencies rely on ID Analytics to make risk-based decisions that enhance revenue, reduce fraud, drive cost savings, and protect consumers. ID Analytics is a wholly-owned subsidiary of **LifeLock, Inc.** Please visit us at [www.idanalytics.com](http://www.idanalytics.com).

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## Designing Spaces™ on Lifetime TV Welcomes LifeLock, Inc. to Show

*LifeLock joins show as valued partner on "Rebuilding Together" series*

**Pompano Beach, FL** — The popular home improvement show Designing Spaces™ on Lifetime TV is pleased to welcome LifeLock, Inc. — a proactive identity protection company — to the show. LifeLock (NYSE: LOCK) will be making their appearance on an upcoming "Spaces of Hope – Rebuilding Together" series.

Tami Nealy from LifeLock will join the "Rebuilding Together" series where a grandmother who is raising her 4 grandkids watches as her dilapidated house undergoes a transformation into a safe and healthy place to live. LifeLock is on hand to help the grandmother and viewers understand how to minimize their risk and maximize their protection using products and services from LifeLock.

"We're thrilled to have LifeLock on Designing Spaces™ as a valued sponsor on the Spaces of Hope series. Identity theft is a serious crime that affects many Americans. We want our viewers to be aware of how to protect their identities with the help of LifeLock," says Lysa Liemer, Designing Spaces Executive VP of Programming and Chief Operating Officer.

Learn more about LifeLock, Inc. at: [www.lifelock.com](http://www.lifelock.com).

### About Designing Spaces™ on Lifetime Television

Entering its 10th year, Designing Spaces™ continues to be one of America's favorite home improvement shows. The show inspires viewers on decorating ideas, do-it-yourself projects and step by step home improvements to help make every space count and provide solutions to help you enjoy the spaces where you live, work and play. Designing Spaces™ Family of Spaces includes Think Green Spaces, Kids Spaces and its widely popular Spaces of Hope which prides itself on assisting people and places in dire need of a makeover including children's shelters, animal shelters, military families and more. Designing Spaces™ airs at 7:30am (ET/PT) on Lifetime.

For information or to view a show visit <http://www.designingspaces.tv> If you have a great idea for a story, or want to be a part of the show please contact Lysa Liemer at [lysa@designingspaces.tv](mailto:lysa@designingspaces.tv) or find us on Twitter at [@DSpacesTV](https://twitter.com/DSpacesTV) or on Facebook at: [www.facebook.com/DSpacesTV/](https://www.facebook.com/DSpacesTV/)

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LifeLock Announces Date of First Quarter 2013 Financial Results Conference Call

**Tempe, Ariz.** — **LifeLock, Inc.** (NYSE: LOCK), an industry leader in proactive identity theft protection, today announced that it will report financial results for the first quarter ended March 31, 2013 after market close on Wednesday, May 1, 2013. The company also announced that it will hold a conference call on the same day at 5:00 PM Eastern Time to discuss its quarterly financial results. The conference call may include forward-looking statements.

The conference call can be accessed by dialing (866) 515-2913 from the United States or (617) 399-5127 internationally with conference ID 10391792, and a live webcast of the conference call can be accessed from the investor relations page of LifeLock's company website at investor.lifelock.com. Following the completion of the call through 11:59 PM Eastern Time on May 8, 2013, a recorded replay will be available on the company's website, and a telephone replay will be available by dialing (888) 286-8010 from the United States or (617) 801-6888 internationally with recording access code 65489738.

About LifeLock

**LifeLock, Inc.** (NYSE: LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of **ID Analytics, Inc.**, a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

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## LifeLock to Present at the Bank of America Merrill Lynch 2013 Smid Cap Conference

**Tempe, Ariz.** — **LifeLock, Inc.** (NYSE:LOCK), an industry leader in proactive identity theft protection, today announced that Todd Davis, Chairman and Chief Executive Officer, and Chris Power, Chief Financial Officer, will present at the Bank of America Merrill Lynch 2013 Smid Cap Conference in Boston, MA.

This presentation is scheduled for Tuesday, May 7, 2013 at 8:00 a.m. Eastern Time, or 5:00 a.m. Pacific Time. A live webcast, as well as a replay, of the presentation will be accessible from the investor relations page of the LifeLock website at <http://investor.lifelock.com/>.

### About LifeLock

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## ID Analytics to Host 11<sup>th</sup> Identity And Credit Risk Management Conference

**San Diego, CA** — **ID Analytics, Inc.**, a consumer risk management company, will host Advance 2013, its 11<sup>th</sup> Consumer Risk Management Conference from September 24–26, 2013, at the Omni San Diego Hotel. For more than a decade, the Advance events have created a platform for a dynamic dialogue with credit and identity risk executives. This year's conference will focus on what new dimensions of risk are on the horizon, how online and offline consumer behavior impacts risk, and why an expanding definition of identity carries opportunities and challenges. A key question facing today's business is how to take advantage of big data to find actionable intelligence to create a frictionless consumer experience, attract and retain customers, and reduce consumer risk. At Advance 2013, renowned luminaries and content experts will directly address these complex issues.

"Our Advance conference is a platform for industry leaders to discuss the future of consumer risk management. This year's conference will focus on the challenges that new consumer behavioral trends and new technology choices create for companies when it comes to delivering a superior customer experience," said Larry McIntosh, chief executive officer of ID Analytics. "We will also explore the strategies and tools that companies can use to address the growing risks and opportunities presented by a rapidly changing identity landscape."

Experts in credit and identity risk from leading businesses and government organizations will present on a broad range of topics including:

- **The Current State of Identity:** As the number of technology channels continues to increase at a rapid rate, how has the definition of identity changed? How have consumer behavior and the use of technology evolved, and what are the current risks for companies?
- **Searching for a Signal:** How can companies convert data into actionable information, and how are company demands for data shaping business decisions? What are the benefits of quality vs. quantity when it comes to data and how does it impact credit and fraud risk assessment?
- **The Future Definition of Identity:** Social media and technology are morphing the definition of identity and the relationship between identity and reputation. What role do businesses play in this evolution and how can they also take advantage of it? How will identity shape the future of risk?
- **Risk Management:** What are companies doing now to manage consumer risk and how can they mitigate risk in the future?

ID Analytics is accepting speaking proposals on these topics through May 31st across a range of presentation formats including keynotes, case studies and panel discussions. Those interested in speaking at Advance 2013 should submit a 200-word abstract of a proposed topic along with a brief biography, including previous speaking experience and full contact information to the [Advance 2013 website](#). More information about last year's sessions and speakers can be found [online](#).

To register for Advance 2013, or for further information, please visit the [Advance 2013 website](#).

### About ID Analytics, Inc.

ID Analytics is a leader in consumer risk management with patented analytics, proven expertise, and real-time insight into consumer behavior. By combining proprietary data from the **ID Network**®—one of the nation's largest networks of cross-industry consumer behavioral data—with advanced science, ID Analytics provides in-depth visibility into identity risk and creditworthiness. Every day, many of the largest U.S. companies and critical government agencies rely on ID Analytics to make risk-based decisions that enhance revenue, reduce fraud, drive cost savings, and protect consumers. ID Analytics is a wholly-owned subsidiary of **LifeLock, Inc.** Please visit us at [www.idanalytics.com](http://www.idanalytics.com).

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## Potential Wedding Crashers: Survey Finds Financial and Technology Surprises in Relationships

**Tempe, Ariz.** — Brides-and-grooms-to-be will often share family secrets, friends and eventually that first piece of wedding cake this wedding season, but many will not share personal information and their financial history before they marry. A new survey from LifeLock, conducted by Harris Interactive, examined what information consumers share and when during relationships. The survey found that more than 30\* million Americans, would never inform their significant other of credit issues. The survey also found millions of Americans engage in risky information-sharing behavior.

"People have a real interest in their significant other's financial information, but many do not openly discuss it, which can lead to unpleasant surprises," said LifeLock President Hilary Schneider. "LifeLock has a strong focus on educating consumers, including those going to the altar, about protecting personal information and understanding their risks so they can make informed decisions. Individuals should be very careful with whom they share their passwords, even for their smartphones. If they experience identity theft they should report it to the authorities immediately."

Key findings of the 2013 LifeLock Relationship Survey, conducted online in April among more than 2,000 online US adults ages 18 and older, include:

- **Younger Men Keep Financial Secrets** - Men ages 18-34 are the group least likely to tell a spouse or significant other if they have experienced credit issues, which means that significant others need to proactively ask. Women ages 35-44 are the second least likely to tell a significant other of existing credit issues.
- **Hands Off My Smartphone** – nearly 40\* million Americans are married, own a smartphone and believe sharing a life together does not include sharing their smartphone password with their significant other.
- **Casual Sharing** – On the flip side, nearly 2.5\* million Americans do share their smartphone password, and a treasure trove of personal information, with their friends. The survey found younger men (18–34) are more likely to share this with their friends than older men 55+ and women age 35-44 and women age 55+.
- **Breaking the Silence on Identity Theft** - The vast majority of identity theft victims/potential victims tell/would tell a spouse or significant other (71 percent) and law enforcement (72 percent) about being a victim, but there are still too many who remain or would remain silent. Since identity theft can impact those in a relationship, it is important to tell them – and law enforcement – about your experience.

\* Calculation based on U.S. Census Bureau's 2010 Census, which estimates there are 237,744,632 million adults ages 18+ residing in the United States.

### Survey Methodology

This survey was conducted online within the United States by Harris Interactive on behalf of LifeLock from April 22-24, 2013 among 2,066 adults ages 18 and older. When a population number was included, it was extrapolated from the number of Americans 18 and older in the most recent U.S. Census data. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Scott Love of Schwartz MSL at [lifelock@schwartzmsl.com](mailto:lifelock@schwartzmsl.com).

### About Harris Interactive

Harris Interactive is one of the world's leading market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll® and for pioneering innovative research methodologies, Harris offers proprietary solutions in the areas of market and customer insight, corporate brand and reputation strategy, and marketing, advertising, public relations and communications research. Harris possesses expertise in a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Additionally, FTC-0000451

Harris has a portfolio of multi-client offerings that complement our custom solutions while maximizing our client's research investment. Serving clients in more than 196 countries and territories through our North American and European offices, Harris specializes in delivering research solutions that help us - and our clients - stay ahead of what's next. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

### About LifeLock

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## Dr. Stephen Coggeshall Named Chief Analytics and Science Officer of ID Analytics and LifeLock

**Tempe, Ariz.** — LifeLock (NYSE: LOCK) today announced the appointment of Dr. Stephen Coggeshall as Chief Analytics and Science Officer of ID Analytics and LifeLock. In this role, Dr. Coggeshall will lead a world-class team of scientists and analysts from LifeLock and its subsidiary ID Analytics in identifying trends in identity use to help individuals and organizations prevent fraud. Previously, Dr. Coggeshall served as Chief Technology Officer at ID Analytics since the company's founding in 2002.

Dr. Coggeshall will lead a multidisciplinary group of mathematicians, computer and cognitive scientists, economists, and financial experts dedicated to conducting ongoing research into modes and dynamics of identity fraud and identity risk behavior as well as the development of credit risk algorithms. LifeLock and ID Analytics will use the research conducted by Dr. Coggeshall and his team in the consideration of new products and services for both consumers and enterprises.

"LifeLock acquired ID Analytics because of its unmatched insights into data and highly accomplished executive team, and this is an important step in the integration of the two companies," said Todd Davis, Chairman and CEO, LifeLock. "Steve is ideally suited to this new role as scientific leader across both organizations. His strong background in analytics and advanced algorithms, as well as his passion for innovation, will help us to better serve our enterprise and consumer customers."

Dr. Coggeshall is author of more than 50 research papers and publications on a variety of topics from applied machine learning to nuclear fusion, from his earlier work at Los Alamos National Laboratory. A pioneer in the field of big data analytics, Dr. Coggeshall has conducted advanced research on terabytes of data since the early 1990s. In connection with both his work at IDA and his prior research, Dr. Coggeshall has had seven patents issued and has three additional patent applications pending. Recently, Dr. Coggeshall also co-authored the book, "Foundations of Predictive Analytics." He has earned five university degrees, including two master's degrees and a PhD in nuclear engineering.

"We believe Steve and his team will provide LifeLock with critical insight to improve our products and services in order to help us better protect consumers from identity theft and deliver the most advanced fraud and credit risk solutions in the industry," said Hilary Schneider, President, LifeLock.

One of the core tenets of both LifeLock and ID Analytics continues to be the protection of confidential consumer data.

### About LifeLock

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## ID Analytics and IdentityMind Partner to Reduce Online Fraud and Stop Merchant Account Creation Fraud

**San Diego and Palo Alto, CA** — ID Analytics, a leader in consumer risk management, and IdentityMind, an on-demand anti-fraud and risk management platform, today announced a partnership to provide eCommerce retailers, acquirers and payment service providers (PSPs) with an integrated solution designed to minimize merchant account risk with improved fraud detection. The solution enables merchants, acquirers and PSPs to leverage the power of ID Analytics' eCommerce suite through IdentityMind's Anti-Fraud and Merchant Account Risk Platform—improving online merchants' performance with effective anti-fraud tools and helping acquirers and PSPs manage risk associated with merchant accounts from underwriting to operations.

Online merchants can maximize conversion and reduce false positives by enhancing IdentityMind's Internet identities tracking capabilities with the power of ID Analytics' ID Network®, one of the nation's largest networks of cross-industry consumer behavioral data. The combination of identity data from IdentityMind and ID Analytics provides a much more complete picture to solve the fundamental question in CNP transactions—whether the user behind the transaction is likely authorized or not to use the credit card. Furthermore, online merchants can also incorporate ID Analytics' Transaction Protector™ fraud score as part of IdentityMind's fraud decision engine.

Acquirers and PSPs can evaluate whether merchant account applications are associated with true identities by incorporating ID Score® and ID Score Account Takeover® solutions, helping to stop underwriting merchant account applications associated with stolen identities.

"Fraud is an ongoing battle for online retailers. With the proliferation of new devices consumers are using to make transactions, fraud costs merchants an estimated \$3.4 billion per year," said Aaron Kline, director of eCommerce, ID Analytics. "This partnership enables customers to not only qualify new online merchants but also help those merchants fight online fraud by capturing all of the benefits of our eCommerce suite integrated with the profiling power of the IdentityMind solution."

"Fraud continues to be a challenge for eCommerce and merchant account risk is a fast-paced evolving area for acquirers and PSPs," said Jose Caldera, vice president of platform management, IdentityMind. "Real-time validation of individuals' identities is essential given the risk with CNP transactions, and the changes in underwriting practices imposed by real-time online merchant account applications. ID Analytics' eCommerce suite complements the set of identity services provided by our Anti-Fraud and Merchant Account Risk solutions providing more effective anti-fraud and risk management."

IdentityMind customers can now take advantage of four specific solutions in the ID Analytics eCommerce suite:

- **ID Score®** — Delivers a highly accurate, on-demand assessment of the risk of an individual at account opening and throughout the customer lifecycle. ID Score Account Takeover also enables retailers to accurately assess account takeover risk while maintaining positive customer relationships and minimizing costs.
- **Transaction Protector™** — A powerful transaction fraud score designed for the eCommerce market, incorporating both identity and online transaction data.
- **Transaction Advanced Intelligence™** — A series of attributes which deliver granular, real-time risk insight on an online transaction from the ID Network, for organizations that choose to create custom analytic models and strategies.
- **Transaction Takeover™** — The ability to help qualify new merchants and to help IdentityMind customers detect when an online account has been compromised, whether it is on a desktop, mobile or tablet device.

### About IdentityMind

IdentityMind™ is an on-demand anti-fraud and risk management platform. IdentityMind™ helps online merchants,

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Acquiring entities and Payment Service Providers (PSP) stop fraud while maximizing accepting good transactions and minimizing manual review costs. IdentityMind™ tracks Internet Identities based on its patent-pending IdentityMind eDNA™. Internet consumers are passively challenged by comparing the eDNA™ of the owner of the card to the eDNA™ observed at the time of the transaction. Identities are matched across devices, payment instruments, geolocations, etc. For more information, visit <http://www.identitymind.com> or email [pr@identitymind.com](mailto:pr@identitymind.com).

### About ID Analytics, Inc.

ID Analytics is a leader in consumer risk management with patented analytics, proven expertise, and real-time insight into consumer behavior. By combining proprietary data from the ID Network©—one of the nation’s largest networks of cross-industry consumer behavioral data—with advanced science, ID Analytics provides in-depth visibility into identity risk and creditworthiness. Every day, many of the largest U.S. companies and critical government agencies rely on ID Analytics to make risk-based decisions that enhance revenue, reduce fraud, drive cost savings, and protect consumers. ID Analytics is a wholly-owned subsidiary of LifeLock, Inc. Please visit us at [www.idanalytics.com](http://www.idanalytics.com).

### About LifeLock

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## Montana Law Enforcement Invited to Award-Winning Identity Theft Summit July 19 & July 21

**Tempe, Ariz.** — As reports of identity theft continue to rise across the country, law enforcement officials are being pressured by residents throughout their communities to find a way to curb the crime. On Tuesday, July 19 Chief Rich St. John and the [Billings Police Department](#), Sheriff Mike Linder and the [Yellowstone County Sheriff's Office](#) and the [Montana Crime Prevention Association](#) will host a one-day Identity Theft Summit for law enforcement officials. On Thursday, July 21 Chief Mark Muir and the [Missoula Police Department](#) and the Montana Crime Prevention Association will host the same course in Missoula.

The [award-winning identity theft summit](#), presented by the FBI Law Enforcement Executive Development Association (FBI-LEEDA) and LifeLock, Inc will provide law enforcement officials with the most current information on identity theft trends, demonstrate the technologies criminals are using to perpetrate the crime as well as techniques and investigative methods to best work cases. As part of an ongoing nationwide series of free, interactive training sessions offered through a partnership between LifeLock and FBI-LEEDA, the summit has increased law enforcement's knowledge base on this crime. Since October 2008, the series has reached nearly 4,500 law enforcement officials representing more than 1,500 different agencies.

"It has become very clear as we travel across the country with this program that there is an absolute need for an identity theft course that provides officers with a playbook on how to best investigate identity theft cases," said Wayne Ivey, course instructor and 28-year law enforcement veteran. "From coast to coast this crime is happening in waves and by assembling the agents that are working the cases on the front lines; we are equipping them with the latest tools and techniques to make an arrest."

### Details for the Identity Theft Summit in Billings, MT:

- The Billings summit will be held from 8 a.m. to 4:00 p.m. on Tuesday, **July 19** at the **Billings Police Training Center**, 4810 Midland Road, Billings, MT 59101.

### Details for the Identity Theft Summit in Missoula, MT:

- The Missoula summit will be held from 8 a.m. to 4:00 p.m. on Thursday, **July 21** at the **Courtyard Marriott**, Confluence Room, 4559 N. Reserve St., Missoula, MT 59808.

In addition to the law enforcement summits, LifeLock aims to further educate consumers on identity theft and empower them to start protecting themselves from one of the nation's fastest growing crimes by hosting numerous [free educational presentations](#) around the country. The award-winning LifeLock Speakers Series provides attendees with a better understanding of the various risks associated with identity theft, current trends of the crime, and the diverse ways identity theft can happen.

### About LifeLock

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## ContentWatch and LifeLock Partner to Protect Children from Identity Theft and Inappropriate Web Content

**Tempe, Ariz.** — LifeLock and ContentWatch have partnered to provide peace of mind for parents with a special bundled offer of Net Nanny and LifeLock. A bundle designed to protect children from the lurking dangers of the web and protection for their personal identities.

It is already clear how Net Nanny ensures web safety for children and that LifeLock is the industry leader in identify theft protection. Together the two packages help further safeguard families from the many threats of identity theft and inappropriate online content.

"LifeLock's partnership with Net Nanny is a natural extension of protection," said Steve McGrady, LifeLock Senior Vice President of Strategic Partnerships. "Identity thieves are savvy and understand where they can be most successful. Unfortunately this has posed a greater risk for our children. Thieves abuse the personal information of children because it can go undetected for a longer period of time. We know that our alignment with Net Nanny will provide families with a greater protection from exposure to the identity theft threats that exist."

Net Nanny includes Instant Messaging and Social Network monitoring to help protect kids from identity thieves and cyber predators. Tracking online conversations can help parents ensure that sensitive information is not being shared.

"Net Nanny and LifeLock have partnered up to protect people from two of the most common threats families face online today—identity theft and inappropriate content," said Russ Warner, CEO of ContentWatch. "This partnership targets identity protection from two angles, identity security with regular reports and protection against too much information being shared online."

Identity theft has topped the list of consumer complaints to the Federal Trade Commission (FTC) for the 11th consecutive year, according to the agency's annual Consumer Sentinel Network report. In fact, in April 2011, Sony released a statement that warned users that an unauthorized user was believed to have obtained the names, addresses, email addresses, birth dates and Play Station login information of registered account holders. CNN.com has reported an estimated 70 million users could be affected by this data loss.

ContentWatch and LifeLock recognize this potential identity threat posed to consumers both online and offline. Together Net Nanny and LifeLock give consumers an exclusive one-year subscription of Net Nanny for free upon enrollment of LifeLock at [www.netnanny.com/products/lifelock](http://www.netnanny.com/products/lifelock).

### About LifeLock

**LifeLock, Inc.** (NYSE: LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of **ID Analytics, Inc.**, a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

Identity Theft 101 

How LifeLock Works 

Help Protect Yourself 

FTC-0000459

<p>Understanding identity theft and how it can affect you</p>  <p>▶ <a href="#">Learn more</a></p>	<p>See why LifeLock is a leader in Identity Theft Protection.</p>  <p>▶ <a href="#">Learn more</a></p>	<p>LifeLock's protection for Individuals is secure.</p>  <p>▶ <a href="#">Learn more</a></p>
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## LifeLock Wins International Stevie® Award in Eighth Annual International Business Awards<sup>SM</sup>

**Tempe, Ariz.** — LifeLock, the industry leader in identity theft protection, has won an International Stevie Award for Best Website – [www.lifelock.com](http://www.lifelock.com) - in The 2011 International Business Awards. The International Business Awards are the only global, all-encompassing business awards program honoring great performances in business.

Recipients of International Stevie Award trophies were selected from more than 3,000 entries received from organizations and individuals in more than 40 nations. Organizations all over the world are eligible to compete in The International Business Awards, and can enter in any of more than 40 categories from Company of the Year and Best New Product of the Year to Corporate Social Responsibility Program of the Year and Executive of the Year. Honorees were determined through two rounds of judging by close to 200 professionals worldwide.

"This recognition is a testament to LifeLock's commitment to consumer education," said Marvin Davis, Chief Marketing Officer of LifeLock. "The blueprint behind the enhanced LifeLock.com was to create an environment where consumers could learn about the ever-changing threats of identity theft, interact with identity theft experts and determine their next steps in their commitment to proactive identity theft protection."

LifeLock received recognition as Stevie Distinguished Honoree for Fastest Growing Company of the Year in Canada and the USA, Corporate Social Responsibility Program of the Year in Canada and the USA, Communications or PR Campaign of the Year – Community Relation, Customer Service Department of the Year, Best Writing/Content for the LifeLock website.

In 2010, LifeLock won an International Stevie Award for Communications Team of the Year.

"Entries to The International Business Awards grew by more than 80% this year, and that illustrates the increasing importance of the IBAs worldwide," said Michael Gallagher, president of the Stevie Awards, presenters of the IBAs. "We congratulate all of the honorees, and we look forward to recognizing them for their achievements at our gala event in Abu Dhabi on 11 October."

Complete lists of honorees and other details are available at [www.stevieawards.com/iba](http://www.stevieawards.com/iba)

### About LifeLock

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### About The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at [www.stevieawards.com](http://www.stevieawards.com).

Location hosting patron for The 2011 International Business Awards is the Ministry of Foreign Trade of the United Arab Emirates. Premier sponsors include IBM Netezza and Smart Reader® Worldwide. The Korea Business Communicators

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Association is the national sponsor for South Korea. Localization sponsor of the 2011 Stevie Awards is SDL. Location hosting supporters of the 2011 IBAs include Abu Dhabi Department of Economic Development, Abu Dhabi Chamber of Commerce & Industries, Dana Gas, the Gemological Institute of America and The International Business Times.

### Identity Theft 101

Understanding identity theft and how it can affect you



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## Albany Mayor Gerald Jennings Declares August 14 – 20 as Identity Theft Awareness Week

*FBI-LEEDA, LifeLock Present Award-Winning Identity Theft Training to Law Enforcement*

**Tempe, Ariz.** — Albany Mayor [Gerald Jennings](#) has recognized the growing concern of identity theft in the capital city and has declared the week of August 14 – 20 as “Identity Theft Awareness Week”. The Mayor is urging citizens of Albany to become educated about identity theft and the various means to help protect their personally identifiable information. In support of the mayoral declaration, the FBI Law Enforcement Executive Development Association ([FBI-LEEDA](#)) and LifeLock, the industry leader in identity theft protection, will present a free identity theft summit for Federal, State, and Local Law Enforcement on Thursday, August 18th at the New York State Police Academy: Harriman State Office Campus.

Hosted by the [New York State Police](#) and the [New York Crime Prevention Coalition](#), the summit will provide law enforcement officials with actual case information, along with information on various generations of identity theft, the latest scamming techniques and the most effective investigative strategies. According to the [Federal Trade Commission](#) (FTC), the state of New York is ranked eighth in the nation in identity theft complaints filed to the agency in 2010.

"In a slower economy, consumers need to stretch each dollar further and seeing reports that the costs to victims of identity theft is increasing is incredulous," said Dean Crisp FBI-LEEDA Faculty. "The law enforcement training that we provide in partnership with LifeLock is in great demand now as agencies are taking more and more reports of identity theft. It is imperative that law enforcement have the tools and resources they need to help combat this crime."

The eight-hour course will provide law enforcement participants with hands-on experience with the various tools being utilized by identity thieves. They will be able to see new techniques and participate in hands-on demonstrations showing how thieves are perpetrating this crime. The summit is free and open to chiefs, sheriffs, investigative supervisors, fraud unit investigators, patrol officers and community policing personnel. Officials of all experience level in investigating identity theft crimes are encouraged to attend.

Launched in 2008, the free training seminars have reached more than 4,000 law enforcement officials representing more than 1,300 agencies across the nation. The law enforcement training was awarded the Communitas Award in 2010 for Leadership in Community Service and Corporate Social Responsibility.

**Details for the Identity Theft Summit in Albany, NY:**

- The Albany Identity Theft Summit will be held from 8:00 a.m. to 4:00 p.m. on Thursday August 18th at the New York State Police Academy: Harriman State Office Campus, 1220 Washington Ave., Building #24, Albany, NY 12226.

In addition to the law enforcement summits, [LifeLock](#) aims to further educate consumers on identity theft and empower them to start protecting themselves from one of the nation's fastest growing crimes by hosting numerous free educational presentations around the country. The award-winning LifeLock Speakers Series program provides attendees with a better understanding of the various risks associated with identity theft, current trends in the crime, and the diverse ways identity theft can happen.

**About LifeLock**

[LifeLock, Inc.](#) (NYSE: LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a “Best in Class Overall” identity theft protection solution and also named it “Best in Detection”. In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of [ID Analytics, Inc.](#), a leader in enterprise  
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identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

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Understanding identity theft and how it can affect you



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## National Crime Prevention Council and LifeLock "Take a Bite out of Crime" with Law Enforcement Training

*McGruff the Crime Dog to Greet Traders on Floor of NYSE*

**Tempe, Ariz.** — LifeLock, Inc., the industry leader in identity theft protection, and the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**) are presenting an identity theft summit for Federal, State, and Local Law Enforcement on Tuesday, August 16th. Hosted by the **New York Stock Exchange** (NYSE) the free summit will provide law enforcement officials with actual case information, along with information on various generations of identity theft, new scamming techniques and the most effective investigative strategies. More than 150 law enforcement officials representing more than 50 different agencies are registered to attend the one-day training session. In addition to LifeLock's identity theft experts, the **National Crime Prevention Council** (NCPC) will take part in the event and McGruff the Crime Dog® will make the rounds on the floor of the exchange.

The eight-hour course will provide law enforcement participants with hands-on experience with many of the tools being utilized by identity thieves. They will be able to see new techniques and demonstrations of how thieves are perpetrating this crime. Participants will hear from law enforcement officials and experts in the field of peer-to-peer networking.

"Most of us do not realize how often our everyday actions put us at risk for identity theft," said Ann M. Harkins, NCPC President and CEO. "As the numbers continue to rise, we are working hard to educate consumers about identity theft with the help of our beloved icon, McGruff the Crime Dog." Ms. Harkins continued, "Through our partnership with LifeLock we have developed a comprehensive guide called **Identity Smart** to help consumers understand their vulnerabilities and how to protect themselves. Prevention is the best tool we have to fight identity theft."

According to the **Federal Trade Commission** (FTC), the state of New York is ranked eighth in the nation in identity theft complaints filed to the agency in 2010. In addition, the FTC shows the New York metropolitan area has filed over 63,000 identity theft complaints over the last three years (2008-2010).

### Details for the All-Day Identity Theft Summit in New York, NY:

- The New York all-day summit will be held from 9:00 a.m. to 5:00 p.m. on August 16th, New York Stock Exchange.
- McGruff the Crime Dog to take floor tour between 11:00 a.m. – 2:00 p.m. – photo and video opportunities will be available.
- Guests and participants will be escorted in through security check point on Broad Street and Wall Street.
- Press should arrive at the **NYSE Security Checkpoint/Tent located at the corner of "Exchange Place and Broad Street"**.

The summit is free and open to chiefs, sheriffs, investigative supervisors, fraud unit investigators, patrol officers and community policing and crime prevention personnel. Officials of all experience levels in investigating identity theft crimes are encouraged to attend.

### About LifeLock

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as a wholly owned subsidiary of LifeLock, Inc.

### About the National Crime Prevention Council

The National Crime Prevention Council is the nonprofit leader in crime prevention. For 30 years, our symbol of safety, McGruff the Crime Dog®, has delivered easy-to-use crime prevention tips that protect what matters most—you, your family, and your community. Law enforcement agencies nationwide rely on our expertise to make an impact on personal safety and crime every day. For more information on how NCPC can be a public safety expert for you or how to "Take A Bite Out of Crime®," visit [www.ncpc.org](http://www.ncpc.org).

<p><b>Identity Theft 101</b> Understanding identity theft and how it can affect you</p>  <p>▶ <a href="#">Learn more</a></p>	<p><b>How LifeLock Works</b> See why LifeLock is a leader in Identity Theft Protection.</p>  <p>▶ <a href="#">Learn more</a></p>	<p><b>Help Protect Yourself</b> LifeLock's protection for Individuals is secure.</p>  <p>▶ <a href="#">Learn more</a></p>
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## New York Stock Exchange to Host Identity Theft Training for Law Enforcement on August 16th

*FBI-LEEDA, LifeLock Present Award-Winning Training*

**Tempe, Ariz.** — LifeLock, the industry leader in identity theft protection and the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**) are presenting an identity theft summit for Federal, State, and Local Law Enforcement on Tuesday, August 16th. Hosted by the **New York Stock Exchange** (NYSE) the free summit will provide law enforcement officials with actual case information, along with information on various generations of identity theft, new scamming techniques and the most effective investigative strategies. More than 150 law enforcement officials representing more than 50 different agencies are registered to attend the one-day training session.

"From Main Street to Wall Street, identity theft is rampant," said LifeLock Chairman and CEO Todd Davis. "In coordination with the New York Stock Exchange and FBI-LEEDA, we have the opportunity to shine the spotlight on this crime and present the latest technologies and investigative practices that will aid law enforcement as they work to combat the explosive misuse of identities."

The eight-hour course will provide law enforcement participants with hands-on experience with the various tools being utilized by identity thieves. They will be able to see new techniques and demonstrations of how thieves are perpetrating this crime. Participants will hear from law enforcement officials and experts in the field of peer-to-peer networking.

Keynote speaker, Justin Feffer has been a sworn law enforcement officer in Southern California since 1988, and a California attorney since 1994. For the last 5 years, he has been investigating cyber crimes including identity theft. On behalf of FBI-LEEDA, Feffer has trained thousands of law enforcement officers throughout the United States in the investigation of identity theft.

The law enforcement training was awarded the Communitas Award in 2010 for Leadership in Community Service and Corporate Social Responsibility. Launched in 2008, the training seminars have reached more than 4,000 law enforcement officials representing more than 1,300 agencies across the nation.

In addition to LifeLock's identity theft experts, the National Crime Prevention Council will take part in the event and McGruff the Crime Dog will make the rounds on the floor of the exchange.

"The New York Stock Exchange is proud to support LifeLock's initiative to provide Federal, State, and Local Law Enforcement with innovative tools and techniques to fight against identity theft, cyber hacking and other security threats," said Larry Leibowitz, Chief Operating Officer, NYSE Euronext.

According to the **Federal Trade Commission** (FTC), the state of New York is ranked eighth in the nation in identity theft complaints filed to the agency in 2010. In addition, the FTC shows the New York metropolitan area has filed over 63,000 identity complaints over the last three years.

**Details for the All-Day Identity Theft Summit in New York, NY:**

- The New York all-day summit will be held from 9:00 a.m. to 5:00 p.m. on August 16th, New York Stock Exchange.
- Guests and participants will be escorted in through security check point on Broad Street and Wall Street.
- Press should arrive at the **NYSE Security Checkpoint/Tent located at the corner of "Exchange Place and Broad Street"**.

The summit is free and open to chiefs, sheriffs, investigative supervisors, fraud unit investigators, patrol officers and community policing personnel. Officials of all experience level in investigating identity theft crimes are encouraged to attend.

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In addition to the law enforcement summits, LifeLock aims to further educate consumers on identity theft and empower them to start protecting themselves from one of the nation's fastest growing crimes by hosting numerous free educational presentations around the country. The award-winning LifeLock Speakers Series program provides attendees with a better understanding of the various risks associated with identity theft, current trends in the crime, and the diverse ways identity theft can happen.

### About LifeLock

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### About NYSE Euronext

NYSE Euronext (NYX) is a leading global operator of financial markets and provider of innovative trading technologies. The company's exchanges in Europe and the United States trade equities, futures, options, fixed-income and exchange-traded products. With approximately 8,000 listed issues (excluding European Structured Products), NYSE Euronext's equities markets – the New York Stock Exchange, NYSE Euronext, NYSE Amex, NYSE Alternext and NYSE Arca – represent one-third of the world's equities trading, the most liquidity of any global exchange group. NYSE Euronext also operates NYSE Liffe, one of the leading European derivatives businesses and the world's second-largest derivatives business by value of trading. The company offers comprehensive commercial technology, connectivity and market data products and services through NYSE Technologies. NYSE Euronext is in the S&P 500 index, and is the only exchange operator in the Fortune 500. For more information, please visit: <http://www.nyx.com>.

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## Boston Welcomes Award-Winning Identity Theft Summit for Law Enforcement

**Tempe, Ariz.** — Javelin Strategy & Research estimated more than 8 million Americans were victims of identity theft in 2010 alone, proving that scammers, fraudsters and hackers alike want your personal information and will stop at nothing to steal it. LifeLock is proud to help local law enforcement help protect their communities and reduce victimization of their citizens. Chief Kenneth Berkowitz and the **Canton Police Department** welcome LifeLock, the industry leader in identity theft protection, and the **FBI Law Enforcement Executive Development Association (FBI-LEEDA)** as they will be presenting a one day summit on identity theft to local law enforcement on August 23, 2011.

Identity theft investigations can be complex with identity thieves constantly searching for new ways to carry out this appalling crime. The participants of this **award-winning identity theft summit** will be presented with real case information and insight as to how law enforcement can best work to combat the crime, including relevant identity theft laws, the most current information on identity theft trends and hands-on experience with the various tools being utilized by identity thieves.

"Identify theft doesn't discriminate. It can happen to anyone regardless of gender, age, or background. This crime victimizes consumers in a very personal way and they look to their law enforcement for answers," LifeLock Chairman and CEO Todd Davis. "It is imperative that we are arming our front line law enforcement officials with the most up-to date information and tools."

Since the launch of the training seminars in 2008, over 4,000 law enforcement officials representing more than 1,300 agencies across the nation have been reached. LifeLock maintains their responsibility to help combat identity theft by also providing consumers with two free educational programs. The **free educational presentations** held across the United States include expert speakers informing consumers about identity theft and how they can help protect themselves.

### Details for the Identity Theft Summit in Boston, MA:

- The Boston summit will be held from 8:00 a.m. to 4:00 p.m. on Tuesday, **August 23** at the **Radisson Hotel**, Carver Ballroom, 200 Stuart Street, Boston, MA 02116

### About LifeLock

LifeLock, Inc. (NYSE: LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of **ID Analytics, Inc.**, a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

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## Florida Law Enforcement Learn How to Help Take Down Identity Thieves

FBI-LEEDA, LifeLock Present Award-Winning Training

**Tempe, Ariz.** — Identity theft continues to make headlines in Florida and around the United States as one of the nation's fastest growing crimes. Alarmingly, Florida ranks No. 1 nationally for identity theft complaints according to a March 2011 report from the **Federal Trade Commission**. LifeLock, the industry leader in proactive identity theft protection and the FBI Law Enforcement Executive Development Association (FBI-LEEDA) are presenting an **identity theft summit** for Florida law enforcement on August 31, 2011. LifeLock and FBI-LEEDA's **award-winning** summit will be hosted by Chief Don Dappen and the **Vero Beach Police Department** and **Indian River State College**.

"Whether you're a consumer or a Law Enforcement official, it is extremely vital that we stay steps ahead of this devastating crime." Wayne Ivey, course instructor and 29-year law enforcement veteran. "We have a heightened sense of urgency that compels us to be alert of all the surrounding dangers that threaten our individual identities. As law enforcement, we need to have access to all of the tools available to help combat this explosive crime in our communities."

This will be the seventh Identity Theft Summit for law enforcement in Florida since its inception in October 2008. Previous courses have been held in Tampa, Clearwater, Orlando, Daytona Beach and Miami. The series has thus far reached nearly 4,500 law enforcement officials representing more than 1,500 different agencies across the United States. Bringing together these individuals creates an opportunity for Law Enforcement to stay a step ahead of identity thieves. This summit goes far beyond the basics by providing a hands-on experience of current crimes and trends, the most up-to date laws and investigative techniques. Participants will also receive advanced educational techniques that will enable them to share with their communities and empower victims of this rising crime.

**Details for the Identity Theft Summit in Vero Beach, FL:**

- The Vero Beach summit will be held from 8 a.m. to 4:00 p.m. on Wednesday, **August 31** at the **Treasure Coast Public Safety Training Complex**, 4600 Kirby Loop Road, Fort Pierce, Florida 34981.

Consumers are encouraged to join the fight against identity theft and awareness plays a vital role. LifeLock hosts free educational seminars for individuals across the United States. The award-winning LifeLock Speaker Series provides attendees the opportunity to learn from an identity theft expert. The customized seminar presents the dangers consumers face, identity theft trends and what to do to protect and minimize risk.

**About LifeLock**

**LifeLock, Inc.** (NYSE: LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of **ID Analytics, Inc.**, a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

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## Inc. Magazine Recognizes LifeLock as Fast Growing Private Company

**Tempe, Ariz.** — *Inc.* Magazine today announced the Class of 2011 for their annual Inc. 500 list, an exclusive ranking of the fastest growing privately held companies in the United States. LifeLock, Inc., the industry leader in identity theft protection, experienced 760% revenue growth from 2007 – 2010 and placed No. 461 on the Inc. 500 list. The Class of 2011 is recognized as the "Five Hundred Businesses That Are Rebuilding the Economy and Changing the World." In 2010, LifeLock was ranked No. 8 on the same list.

"In the volatile state of the economy today, our growth is a testament to the infinite commitment of our employees to provide consumers with the education and protection they need to fight the escalating crime of identity theft," said Todd Davis, LifeLock Chairman and CEO. "While the road hasn't been easy for many businesses, LifeLock has been successful by staying aligned with our mission and living a culture where accountability, respect and execution are our foundations for continuous improvement and success."

The 2011 Inc. 500 is ranked according to percentage revenue growth when comparing 2007 to 2010. To qualify for the Inc. 500 list, companies must have been founded and generating revenue by March 31, 2007. Additionally, they had to be U.S.-based, privately held, for profit, and independent – not subsidiaries or divisions of other companies – as of December 31, 2010. The minimum revenue required for 2007 was \$100,000; the minimum for 2010 was \$2 million. Of the 16 companies on this year's list with 2010 revenues exceeding \$100 million, LifeLock ranked eighth.

*Inc.* Magazine breaks down fastest growing companies by industry and in the security industry, LifeLock ranked No. 7.

"I have been a member for more than three years and I couldn't be happier," said LifeLock member Peter H. "LifeLock's system has worked more than a half of a dozen times to stop identity thieves from opening new accounts using my personal information as well as my wife's. The LifeLock service is invaluable to my family."

LifeLock is one of nine Arizona based companies recognized as a 2011 fast growing company by *Inc.* Magazine.

"While identity thieves continue to develop new and complex schemes to defraud consumers, LifeLock continues to evolve and enhance our services to stay steps ahead," said Davis.

### About LifeLock

**LifeLock, Inc.** (NYSE: LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of **ID Analytics, Inc.**, a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

### About Inc. Magazine

Founded in 1979 and acquired in 2005 by Mansueto Ventures LLC, Inc ([www.inc.com](http://www.inc.com)) is the only major business magazine dedicated exclusively to owners and managers of growing private companies that delivers real solutions for today's innovative company builders. With a total paid circulation of 710,106, Inc. provides hands-on tools and market-tested strategies for managing people, finances, sales, marketing and technology.

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## Colorado Law Enforcement Invited to Join in the Battle Against Identity Theft

FBI-LEEDA, LifeLock Present Award-Winning Training

**Tempe, Ariz.** — While Colorado is prevalently known for their beautiful views and historic past, there is an unexpected menace in town – identity theft. According to the **Federal Trade Commission**, the state of Colorado is ranked 11th in the nation for identity theft complaints filed, per capita in 2010. The unfortunate trade off for this affluent area is its vulnerability to employment related fraud, government document or benefits fraud and phone or utilities fraud. The Castle Rock Police Department warmly welcomes LifeLock, the industry leader in identity theft protection and the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**) to present an identity theft summit for federal, state, and local law enforcement on Wednesday, September 7th.

The award-winning identity theft summit, equips law enforcement officials with the most prevalent information on investigative techniques, hands-on experience with actively used tools of the trade and actual case information. As part of a continued nationwide series of free, interactive training sessions offered, the summit has increased law enforcement's awareness and preparedness for identity theft. The summits have reached nearly 5,000 law enforcement officials representing more than 1,500 different agencies since October 2008. This will be the second free identity theft summit held in Colorado, the first was in Boulder in September 2009.

"Victims of identity theft know all too well that the repercussions can be costly and emotional. It is imperative that we arm our communities and our front line law enforcement officials with the appropriate information and tools," said Dean Crisp, FBI-LEEDA faculty member. "Through these presentations we are able to bring together law enforcement not only for education but to share their own experiences and learn from each other."

LifeLock believes in a multi-tiered approach to combat identity theft across the United States including consumer education, working with law enforcement and elected officials and aligning strong community support. The award-winning LifeLock Speaker Series provides consumers with **free education presentations** that are specifically tailored to the region as well as tools to help protect against this growing crime.

**Details for the Identity Theft Summit in Castle Rock, CO:**

The summit will be held from 8 a.m. to 4 p.m. on Wednesday, **September 7th** at the **Douglas County Fairgrounds and Event Center**, 500 Fairgrounds Drive, Castle Rock, CO 80104.

**About LifeLock**

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## The Buckeye State Law Enforcement Invited To Free Identity Theft Summit

FBI-LEEDA & LifeLock Present to Ohio Law Enforcement

**Tempe, Ariz.** — According to the [Federal Trade Commission](#) identity theft is one of the fastest growing crimes in the nation. As technology advances the threats facing consumers are increasingly complex. To combat this mounting crime LifeLock ([www.lifelock.com](http://www.lifelock.com)) and the FBI Law Enforcement Executive Development Association ([FBI-LEEDA](#)) will present a free, one-day identity theft summit bringing together local, regional and state law enforcement officials to better understand the crime of identity theft. The award-winning educational summit will be hosted by Chief David W. Light and the Norwalk Police Department's Crime Prevention Unit.

LifeLock is proud to partner in the crusade against identity theft with Ohio law enforcement. The summit will further cultivate identity theft awareness in Norwalk and the surrounding communities. The **award-winning summit** is equipped to provide law enforcement with resources to assist in case handling, provide hands-on experience with authentic tools of the trade and give the cold hard facts of identity theft. In addition to the standard scams and techniques being used, the training will also include the most technologically sophisticated methods used by today's identity thieves.

Launched in 2008, the free law enforcement summits have reached more than 5,000 law enforcement officials on behalf of more than 1,300 agencies across the nation. In 2010 the training was awarded the Communitas Award for Leadership in Community Service and Corporate Social Responsibility. In addition to the law enforcement summits, **LifeLock** also hosts numerous free educational presentations around the country. The **award-winning LifeLock Speakers Series** program is customized to fit the needs of each audience both demographically and geographically and is presented by various experts in the field.

"We are aware that the Federal Trade Commission estimates consumers spend nearly \$50 billion on identity theft each year," LifeLock Senior Vice President of Corporate Communications Mike Prusinski. "While that number would make most consumers stop dead in their tracks, the most alarming part about these reports is that even the most up-to date statistics are suspected to be under the actual rates. Many cases of identity theft go unreported by the victims as they are reasonably overwhelmed by the tremendous amount of time it takes to resolve. We have made it our top priority to train our law enforcement while also urging consumers to prepare and respond when they are victimized so that as a nation we can truly identify the true scope of this crime."

**Details for the Identity Theft Summit in Norwalk, OH:**

- The Norwalk Identity Theft Summit will be held from 8:00 a.m. to 4:00 p.m. on Tuesday September 13th at the Norwalk High School: Fisher Titus Learning Center, 350 Shady Lane Dr., Norwalk, OH 44857.

**About LifeLock**

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## Free Identity Theft Summit Presented in the Great Lakes State

FBI-LEEDA & LifeLock Present to Ohio Law Enforcement

**Tempe, Ariz.** — According to the Federal Trade Commission, Michigan ranked 16th in the nation for identity theft complaints in 2010. The most complaints being filed to the FTC range from government documents or benefits fraud, phone or utilities fraud and credit card fraud. LifeLock ([www.lifelock.com](http://www.lifelock.com)) and the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**) will proudly present a free, one-day identity theft summit bringing together local, regional and state law enforcement officials to better understand the crime of identity theft. The **nationally acclaimed summit** will be hosted by **Washtenaw Community College Public Service Training Section**.

Identity theft is a destructive crime and it is glaringly obvious that consumers are at a heightened risk now more than ever. The same personal information that was once stored in a locked filing cabinet at the doctor's office can now be available to a tech savvy thief in a matter of clicks online. In today's technological age proactive education and awareness is imperative. The summit will arm local law enforcement with the latest identity theft and scamming methods, actual case information and the most effective investigative techniques. Attendance from law enforcement of all levels is greatly encouraged.

"As reports of identity theft consumes the media, our training summits are in high demand. LifeLock continues to make education a vital part of the crusade against identity theft," LifeLock Chairman and CEO Todd Davis. "I'm pleased to say that since beginning our program in 2008 we will have trained over 5000 law enforcement officials. We're extremely proud of the progress we've made in our nation's communities and foresee a continued momentum as we approach the New Year."

This will be the second summit held in Michigan, previously being presented in Detroit. Since inception, the free training seminars have reached law enforcement officials representing more than 1,300 agencies across the nation. The law enforcement training was awarded the Communitas Award in 2010 for Leadership in Community Service and Corporate Social Responsibility.

In addition to training law enforcement, **LifeLock** also provides complimentary resources for consumers. Numerous free education presentations are being hosted around the country to further educate and arm our communities with the most up-to date information. The award-winning **LifeLock Speakers Series program** provides attendees with a better understanding of the various types of identity theft, potential risks for all age groups including children and tools to help protect personal information.

### Details for the Identity Theft Summit in Ann Arbor, MI:

- The Ann Arbor Identity Theft Summit will be held from 8:00 a.m. to 4:00 p.m. on Thursday September 15th at the Towsley Auditorium: Morris Lawrence Building, 4800 East Huron Rover Dr., Ann Arbor, MI 48105.

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## Illinois Governor Quinn Declares September 25 - October 1 "Identity Theft Awareness Week"

LifeLock & FBI-LEEDA Provide Identity Theft Training for Illinois Law Enforcement

**Tempe, Ariz.** — Identity theft numbers are staggering. The **Chicago Tribune** recently reported that identity fraud is costing Americans \$37 billion. The **Federal Trade Commission (FTC)** ranked Illinois 10<sup>th</sup> in the nation for identity theft complaints filed and the Chicago metro area ranked 80<sup>th</sup> for identity theft complaints filed in 2010. As a result of these alarming figures, Illinois Governor **Pat Quinn** has declared the week of, September 25<sup>th</sup> to October 1<sup>st</sup> as "Identity Theft Awareness Week," encouraging citizens to be proactive and learn more about identity theft and the numerous resources available to help protect against it.

LifeLock ([www.lifelock.com](http://www.lifelock.com)), the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**) and the **Chicago Police Department** will team up to present a summit for local, regional and state law enforcement officials to better understand the crime of identity theft. The **award-winning educational summit** will be hosted by **Chicago Police Department on Monday, September 26**. The free, one-day summit will focus on various investigative techniques with relevant identity theft laws, the most innovative identity theft trends and protection strategies. More than 250 law enforcement officials from the region are expected to attend.

### Details for the Identity Theft Summit in Chicago, IL:

- The Chicago Identity Theft Summit will be held from 8:00 a.m. to 4:00 p.m. on **Monday September 26<sup>th</sup>** at **Chicago Police Headquarters**: Multi-Purpose Room, 3510 S. Michigan, Chicago, IL 60653.

"Our partnerships with law enforcement across the country are extremely vital to making a positive change in this industry. The theft of personal information has proven to be a very profitable crime for identity thieves and recent reports are showing that only about 7% of fraud cases result in a conviction. Many cases involve multiple jurisdictions and are extremely complex," said LifeLock Chairman and CEO Todd Davis. "With an ever evolving industry there are countless ways to commit this crime and continued education is the only way for all of us to stay a step ahead of this crime."

As part of an ongoing nationwide series of free, **interactive training summits** offered through a partnership between LifeLock and FBI-LEEDA, the summit has been presented to over 5,000 law enforcement officials representing more than 1,700 agencies across the nation. Since October 2008 the series has reached 62 different cities across the country.

### About LifeLock

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## City of Brotherly Love Area Law Enforcement Scheduled To Receive Identity Theft Training

**Tempe, Ariz.** — Philadelphia moved up 19 spots over the past year and now ranks as the 50<sup>th</sup> worst city in the U.S. for identity theft according to the latest **Federal Trade Commission** report. Hoping to combat the problem in the area, the **Montgomery County District Attorney's Office** will host a one-day identity theft training seminar in the Philadelphia suburb of Conshohocken on Tuesday, September 27<sup>th</sup> for all law enforcement officials interested in learning more about working identity theft cases.

LifeLock, the industry leader in identity theft protection and the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**) will present its award-winning identity theft training seminar in the first of two training events inside the state in the span of three days. On September 29<sup>th</sup>, the training shifts to Pittsburgh on the western side of the state. Currently, the FTC ranks Pennsylvania 14<sup>th</sup> for identity theft complaints, per capita. The training in Philadelphia marks the 75<sup>th</sup> course held since LifeLock and FBI-LEEDA forged an alliance in 2008.

The free, interactive training is open to all law enforcement officials who want to learn more about the new trends, tools, and techniques criminals use. The program has been designed by law enforcement agents and investigators whom are seasoned identity theft investigators.

### Details for the Identity Theft Summit in the Philadelphia Area:

- The Philadelphia area summit will be held from 8:00 a.m. to 4:00 p.m. on Tuesday, **September 27** at the **Montgomery County Public Safety Training Campus**, 1175 Conshohocken Road, Conshohocken, PA 19428

"While it is unfortunate that issues of identity theft will likely never subside, we have an opportunity with FBI-LEEDA to present the latest identity theft investigative techniques in a law enforcement forum," said Mike Prusinski, Senior Vice President of Corporate Communications. "This summit will not only benefit investigators and victims, but provide a foundation upon which more arrests can be made."

### About LifeLock

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## Stealing Identities in Steel City - Law Enforcement Training Scheduled to Help Combat Crime

**Tempe, Ariz.** — As the cost of identity theft is on a rise, LifeLock has teamed up with the FBI Law Enforcement Executive Development Association (FBI-LEEDA) and together they are working extensively to combat the crime through award-winning law enforcement training. Hosted by the **Pittsburgh Bureau of Police** and the **Point Park University Police Department** in Pittsburgh (PA) on Thursday, September 29<sup>th</sup>, law enforcement officials looking to further their knowledge about identity theft are invited to attend this free training.

Falling in the top thirty percent of all U.S. cities for identity theft complaints filed (per capita), according to the **Federal Trade Commission**, Pennsylvania's top complaint is credit card fraud. Being presented for the 76<sup>th</sup> time, this training is equipped to increase law enforcement's knowledge of identity theft crimes, explore new trends, and demonstrate tools in order to stop criminals in their tracks. From general information about scamming to demonstrations of skimmers, the training offers up to date methods, along with a chance to be included in the national law enforcement database being built through this program to aid in investigations and networking.

"Although identity theft issues cannot be fully eliminated, there are measures that need to be and are being taken to reduce it. Credit card fraud has taken the lead in Pennsylvania, and this training is available for free to help raise awareness, therefore undermining criminals and their tactics," said Todd Davis, Chairman and CEO of LifeLock.

### Details for the Identity Theft Summit in Pittsburgh, PA

- The Pittsburgh summit will be held from 8:00 a.m. to 4:00 p.m. on Thursday, **September 29** at the **Point Park University – Lawrence Hall**, 201 Wood Street, Pittsburgh, PA 15222.

### About LifeLock

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## LifeLock & FBI-LEEDA Provide Identity Theft Training for Arizona Law Enforcement

**Tempe, Ariz.** — Over the past eight years Arizona has jockeyed between 1<sup>st</sup> and 2<sup>nd</sup> place in the nation by the **Federal Trade Commission** for most identity theft complaints filed. Significant statewide efforts have been undertaken in recent years to improve consumer protections, including the strong support and passage of bipartisan legislation to help prevent identity theft, and to empower law enforcement in their efforts to punish those responsible. Multiple Arizona governors, attorneys general, state legislators, and local prosecutors have repeatedly demonstrated their commitment and desire to improving Arizona's standing in the ongoing battle.

The FBI Law Enforcement Executive Development Association (**LEEDA**) and **LifeLock** will host an Identity Theft Summit for law enforcement officials on Tuesday, October 4. Hosted by **Chief Frank Milstead and the Mesa Police Department**, law enforcement officials representing federal, state and local agencies are invited to attend. The summit coincides with **Governor Jan Brewer's** continuation of official gubernatorial proclamations to raise awareness of identity theft and the consequences it has on the citizens of Arizona.

### Details for the Identity Theft Summit in Mesa, AZ

- The Mesa Identity Theft Summit will be held from 8:00 a.m. to 4:00 p.m. on **Tuesday, October 4<sup>th</sup>** at the Mesa Public Safety Training Facility: 3260 N. 40th St, Mesa, AZ 85215.

"Arizona has a proven commitment to equipping law enforcement with the tools needed to win the battle against identity theft. United together in this fight, it is vital that we get to the heart of what makes us vulnerable to attacks," said **LifeLock Chairman and CEO Todd Davis**. "Statistics show that employment related fraud was one of the top identity theft complaints filed with the Federal Trade Commission **over the past 8 years** in Arizona. This has significantly contributed to the obstacles that threaten growth in Arizona's economy. Business owners, citizens, and elected officials all must continue to address the urgency of these attacks on innocent people."

The **free eight-hour summit** will present participants with real case information and investigative strategies to work cases. The summit will also provide insight into varying generations of identity theft as well as information on the latest scams and the most efficient investigative approaches.

### About LifeLock

**LifeLock, Inc.** (NYSE: LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of **ID Analytics, Inc.**, a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

### Identity Theft 101

Understanding identity theft and how it can affect you



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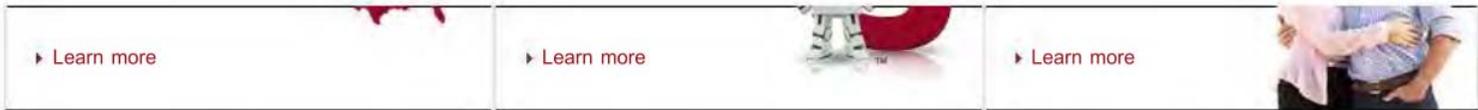


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## Mark Your Calendar: October is National Crime Prevention Month

**Tempe, Ariz.** — In honor of National Crime Prevention Month, LifeLock the leader in identity theft protection offers several tips to help protect your personal information. From the day we are issued a social security number we make an ideal target for an identity thief. Whether you have good credit, bad credit or no credit at all there are countless ways for a criminal to profit from your social security number. It can be used to open new lines of credit or sold hundreds of times on the black market.

Below are some tips every consumer can do for **free** to help you keep your personal information out of the wrong hands.

**Shop Smart:** With the holidays quickly approaching online shoppers are especially vulnerable to attack. Be sure to look for a security seal and https in the URL when it comes time to enter any personal information.

**Stay Alert:** Technology provides many conveniences for consumers; however it also provides new tools for identity thieves. From fake ATM fronts to imposter credit card scanners, if something doesn't look right don't be afraid to question it.

**Secure Your Information:** Home invaders and car thieves have changed their perspective; they no longer want your television or your car itself – those items only turn a resale profit once. If they can get their hands on your social security card, tax return or any documents containing your personal information they've struck gold. Your personal information goes for top dollar on criminal websites. Lock your information in a safe place, preferably not on your person.

**Protect Your Children's Information:** More and more youth identities are being stolen so that identity thieves can commit employment or benefit-related fraud. They're prime targets because they can get away with it for years before its detected. Keep an eye on their credit report just as you would your own.

The crimes committed against unsuspecting consumers can be difficult to repair and become very costly if not caught right away. Watching your credit report is one way to monitor if identity theft has occurred. Under the Fair and Accurate Credit Transactions Act consumers can request 1 **free** credit report a year from all three of the major credit bureaus. Visit [www.annualcreditreport.com](http://www.annualcreditreport.com) to request your reports today. Be wary of look-alike websites offering free reports as they often charge additional fees.

Spread the word. Identity theft is real and it's not a laughing matter. LifeLock offers two **free** educational programs for consumers to participate in including our award-winning Identity Theft Speaker Series program. To have an expert present customized information to your group please visit [our website](#), where you can also download our free identity theft guide.

### About LifeLock

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## LifeLock Command Center and LifeLock Credit Score Manager named Best in Class for Prevention

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), an industry leader in identity theft protection was recently named "Best in Class" for prevention in the fifth annual identity protection service scorecard by Javelin Strategy & Research. Prevention services offer the greatest return on investment to the consumer according to the survey; LifeLock Command Center and Credit Score Manager do just that.

Proactive identity theft protection is the cornerstone of LifeLock identity theft protection products. Through various services, including **award-winning identity threat detection and alerts** LifeLock proactive identity theft protection is able to help stop identity theft at the source. In an industry where reactive services are flooding the market, LifeLock stands tall in the mission to create a well-rounded product that circumvents identity theft before it occurs.

"This recognition reconfirms our dedication to creating a product that is in the best interest of consumers," said LifeLock Chairman and CEO **Todd Davis**. "Over a quarter of a trillion records were lost due to data breaches in the past four years alone, proving that despite our members best efforts to protect their personal information, it can get into the wrong hands. Unrelenting and proactive protection provides our members with true peace of mind and I'm proud of LifeLock's nearly 500 employees that make this happen every day."

In the running with 22 other financial institutions, credit bureaus and monitoring services, LifeLock Command Center and LifeLock Credit Score Manager were each uniquely named in the pivotal report. **LifeLock Command Center** offers peer-to-peer file sharing site scanning as well as comprehensive public record scanning. **LifeLock Credit Score Manager** is comprised of daily tri-bureau credit monitoring, credit score tracking, email alerts as changes are detected and more. To find out more about the services please visit [LifeLock.com](http://LifeLock.com).

### About Javelin Strategy & Research

**Javelin Strategy & Research** is the leading provider of quantitative and qualitative research focused on the global financial services industry. The organizations extensive quantitative data and deep analyst experience enable the company to forecast the direction of the financial services market and make recommendations that empower consumers and businesses to succeed.

### About LifeLock

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## Utah Law Enforcement Invited to Free 2-Day Identity Theft Workshop Presented by FBI-LEEDA & LifeLock

**Tempe, Ariz.** — Many consumers keep personal information under lock and key at home yet they're still falling victim to identity theft. So how do identity thieves get a hold of the personal information? **PCWorld** recently reported a man that stole 16,000 identities from U.S. Service members through **peer to peer file sharing programs** and this is just the beginning of how criminals are using technology to compromise unsuspecting consumers.

To combat this growing crime **Chief Thayne "Buzz" Nielsen and the West Valley City Police Department** will be hosting a free, two-day advanced identity theft summit presented by FBI Law Enforcement Executive Development Association (**FBI-LEEDA**) and **LifeLock, Inc.**, an industry leader in proactive identity theft protection. FBI-LEEDA and LifeLock have been working together for three years to present this highly sought after **identity theft summit**.

This event in Salt Lake City marks the 78th law enforcement training presented by LifeLock. The award-winning summit will provide attendees with new investigative methods and the latest information on identity theft trends. Personal identifiable information can be compromised many ways and this course provides participants with hands-on experience with tools and methods currently being used.

"It's not just credit at stake – identity theft could be deadly. Criminals can use consumers' health insurance information to gain treatment themselves. That instance entirely alters the medical record until it's fixed. In an emergency would you want to be wondering if they have the right blood type on file?" posed Mike Prusinski, LifeLock's Senior Vice President of Corporate Communications. "Identity theft is a grave issue and we're committed to educating consumers and law enforcement about the growing risks. From peer to peer file sharing programs, phishing, ATM skimmers and overlays, many thieves are stealing personal information because consumers don't know the warning signs. The free training we offer provides consumers and law enforcement the chance to play offense and not defense."

For additional recommendations on how to protect your personal information or to learn more about identity theft, visit **LifeLock**.

### About LifeLock

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## LifeLock Named in Lead411 2nd Annual Technology 200 List

**Tempe, Ariz.** — Since 2005, LifeLock has been an industry leader in proactive identity theft protection. In an effort to recognize the fastest growing tech companies in the United States, Lead411 has recognized LifeLock as one of the top 200 companies with the highest percentage of revenue growth from 2008 to 2010.

"We're very proud to have been recognized for the **Second time** by Lead411 and honored to have been acknowledged alongside many ground-breaking companies. We look forward to continued growth going into 2012 with our launch of new products and increased protection," said **Todd Davis**, LifeLock Chairman and CEO. "Many will ask what makes us so successful and while I don't believe there is a set formula to attribute our success to, we consistently challenge ourselves to deliver more than what seems possible."

**Ranked #88**, LifeLock is the top ranking company for all Arizona based organizations. LifeLock had 78% growth over two years and was in the **top ten** companies by revenue. To be eligible, applicants had to be a privately-held business in the United States, and have earned more than \$1 million in the past year. Finalists were within Software, Hardware, Internet, Media, Advertising, Wireless Telecom, IT Services, eCommerce, or Consulting.

The previous year's list named the top 500 companies, however this year Lead411 strived to provide a condensed list of the premier companies. HubPages, TapJoy, Yodle, Zillow, TRUSTe, and MotionSoft were also among the finalists. Participants completed a survey as a part of the application process, of which **94% expected to hire more people in the next 12 months**. The continued growth of each company will be a cornerstone of national economic recovery.

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### About Lead411

**Lead411** was founded in 2001 and has grown 30% yearly since inception without accepting venture capital financing. It is based in California, but has satellite offices in New York. In addition to their current subscriptions, we also offer corporate information, company news and awards for up-and-coming businesses. We plan to add on additional services and companies in the near future.

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## LifeLock Ultimate™ - Ultimate Protection, Ultimate Peace of Mind Consumers Now Offered the Ultimate in Proactive Identity Theft Protection

**Tempe, Ariz.** — *USA Today* recently reported criminals posing as Bank of America, Chase, Citibank, Capital One and Wells Fargo to obtain bank information of unsuspecting account holders. LifeLock has one thing to say to those responsible and all identity thieves – beware, the heat is on. The most comprehensive identity theft protection in the industry is now available with LifeLock Ultimate™. As a leader in identity theft protection, LifeLock is consistently pushing innovation to combat ever-evolving threats.

"When we enrolled our first member we vowed to do something unheard of in the identity theft industry; provide proactive protection," said Todd Davis, Chairman and CEO of LifeLock. "Over six years later I'm proud to announce that we've not only maintained our status as the industry leader in proactive protection, we've introduced ground-breaking services that set the standard for identity theft protection. We've done extensive research on the identity theft threats facing consumers and are confident that our LifeLock Ultimate service provides better security with expanded proactive monitoring."

LifeLock Ultimate is made up of the things identity thieves have nightmares about, including everything that comes with LifeLock standard service, plus:

- LifeLock Ultimate Checking and Savings Account Alerts
- LifeLock Ultimate Credit Report Alerts
- LifeLock Ultimate Annual Credit Reports and Scores
- LifeLock Ultimate Monthly Score Tracker
- Public Records Monitoring
- Priority Status and Dedicated Service

LifeLock is the ONLY identity theft protection company to provide alerts when new checking and savings accounts are opened, when there is a change in contact information in existing checking or savings accounts, and when a new account holder on one of your existing checking or savings accounts is detected within the LifeLock network. The LifeLock Ultimate service provides both proactive identity theft protection and credit management tools in one convenient package.

Earlier this year LifeLock was awarded "Best in Prevention" by Javelin Strategy & Research in their fifth annual identity protection scorecard. According to Javelin, prevention services offer the greatest return on investment to the consumer. To find out more about LifeLock Ultimate service please visit, [LifeLock.com](http://LifeLock.com).

### About LifeLock

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## Kentucky Law Enforcement Learn How To Fight Identity Theft and Investigate Cases

**LEXINGTON, KY** — While the state of Kentucky may not have the largest problem of identity theft in the US, law enforcement still deals with thousands of cases each year, and as a result, comes in contact with technology, scams and criminals from around the world. Looking to combat the growing problem, more than 35 law enforcement agents from Lexington and other Eastern Kentucky counties attended a free training course on identity theft methods and investigative Techniques conducted by the FBI Law Enforcement Executive Development Association (FBI-LEEDA) and LifeLock.

"Identity theft is growing too fast for any single law enforcement agency to fight alone," said Carol Frederick, course instructor and veteran identity theft investigator. "Identity thieves can be sophisticated but this crime still hits consumers on very basic levels. The law enforcement agents here today now have a strong basic knowledge of the crime and understanding how criminals act – the first steps toward making more arrests."

Consumers paid the price for identity theft in 2010, to the tune of \$37 billion, according to a 2011 report issued by Javelin Strategy & Research, which also estimated more than 8 million new victims of the crime in the report.

Participants in the Lexington class spent the day testing everyday tools criminals use to commit identity theft and identity fraud, including credit card skimmers and materials used for check-washing. This new enlightenment should help attendees make an immediate impact in their communities.

"I feel so much more prepared to protect my neighbors, family and friends," said one law enforcement officer who attended the class. "I thought I knew about this crime, but I was wrong. My mindset is totally different now and I can already see where what I learned today can be used to help me investigate cases I currently have on my desk."

The free training for law enforcement is part of an ongoing initiative presented by FBI-LEEDA and LifeLock. In just over three years, the training has reached nearly than 6,000 law enforcement officers in more than 70 cities in the US. The training shifts to West Hartford, Connecticut on Thursday.

### About LifeLock

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## Connecticut Law Enforcement Learn How To Fight Identity Theft

**HARTFORD, CT** — Though the state of Connecticut has been cleaning up and restoring power after the late-October snow storm, some criminals were still doing what they do best – scamming consumers.

"Some of the law enforcement agents here today have been struggling with a few complicated scams involving personal information and utilities, most likely due to the interruption of power around the state," said Carol Frederick, course instructor and veteran identity theft investigator. "There is no way to know for sure if the recent storm was the driving force behind the increase, but it certainly provided a big opportunity."

The increase in activity is partly why more than 100 law enforcement agents from around the state attended a free training course in West Hartford Thursday on identity theft methods and investigative techniques. The training was conducted by the FBI Law Enforcement Executive Development Association (FBI-LEEDA) and LifeLock.

Participants in the class hosted by the West Hartford Police Department, spent the day testing everyday tools criminals use to commit identity theft and identity fraud, including credit card skimmers and materials used for check-washing. This new enlightenment should help attendees make an immediate impact in their communities.

Consumers paid the price for identity theft in 2010, to the tune of \$37 billion, according to a 2011 report issued by Javelin Strategy & Research, which also estimated more than 8 million new victims of the crime in the report. Connecticut ranks as the 21st worst state according to the latest Federal Trade Commission when it comes to the crime of identity theft.

"I can't stress enough how important these type of training opportunities are to law enforcement," said one law enforcement officer who attended the class. "While I have been working cases for several years, I know that many of the other officers here today don't have the same experience, but yet, are expected to solve cases. Still, I was able to see things today that I have never seen or considered prior to today."

The free training for law enforcement is part of an ongoing initiative presented by FBI-LEEDA and LifeLock. In just over three years, the training has reached nearly 6,000 law enforcement officers in more than 80 cities in the US. FBI-LEEDA and LifeLock will end its 2011 training in two weeks with programs in Winter Park, FL (Dec. 5-6) and Baltimore, MD (Dec. 8).

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## Florida Law Enforcement Invited to Advanced Two-Day Identity Theft Summit Presented by FBI-LEEDA & LifeLock

**Tempe, Ariz.** — According to a 2011 [Federal Trade Commission](#) (FTC) report, Florida is ranked No. 1 nationally in reported identity theft complaints for the second consecutive year. Even more alarming is the increase of complaints filed by Florida Residents. The [Sun Sentinel](#) recently reported that there were over 20,000 complaints filed in the first half of 2011 alone. That is nearly as many complaints as were filed for 2010 total.

Local law enforcement officials are invited to attend a 2-day advanced identity theft summit, December 5-6, hosted by [Chief Brett C. Railey and the Winter Park Police Department](#). This summit will mark the ninth time this training will be presented in Florida. Presented by FBI Law Enforcement Executive Development Association ([FBI-LEEDA](#)) and [LifeLock, Inc.](#), an industry leader in proactive identity theft protection, this highly developed summit will provide in-depth instruction on investigative strategies, hands-on learning and information on the technological resources available to assist in identity theft investigations.

### Details for the Identity Theft Summit in Winter Park, FL:

- The Winter Park summit will be held from 8:00 a.m. to 4:00 p.m. on **Monday, December 5 and Tuesday, December 6** at the **Winter Park Community Center, The Oak Room**, 721 West New England Ave, Winter Park, FL 32789

"Such a staggering increase in complaints is especially alarming and regrettably proves just how quickly this crime progresses. It's imperative that consumers and law enforcement become familiar with the realistic threats we all face," said [LifeLock Chairman and CEO Todd Davis](#). "The truth of the matter is, there are countless ways for criminals to obtain our personal information and it's impossible to prevent it completely. We put ourselves at risk every time we visit the doctor's office, apply for a job or even do our holiday shopping. Our summit is an opportunity to bring awareness and education, essential steps to help combat these offenses."

To learn more about how LifeLock supports consumer and law enforcement education please visit [LifeLock.com](#).

### About LifeLock

[LifeLock, Inc.](#) (NYSE: LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of [ID Analytics, Inc.](#), a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

### Identity Theft 101

Understanding identity theft and how it can affect you



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## Report Demonstrates Increase in Identity Theft Results in Greater Cost to Victims

**Tempe, Ariz.** — It may be the season of giving but according to a recent report by the US Department of Justice, identity thieves are giving headaches and costing unsuspecting consumers billions of dollars. The Office of Justice Programs Bureau of Justice Statistics issued a report this week highlighting that in 2010, households reporting an identity theft reported a total financial loss of approximately \$13.3 billion.

The [Bureau of Justice Statistics](#) details these findings in their report:

- Personal information and multiple types of identity theft (not related to existing accounts) resulted in 20.4% of the reported victimizations yielding more than half (50.8%) of the total loss. (\$6,736,475).
- Victims reported an average loss of \$2,820 in 2005 related to identity theft through personal information. In 2010, that loss was reported to be \$5,650, an increase of just over 100%.
- In 2010, 7.0% of households in the US (about 8.6 million households) had at least one member age 12 or older who experienced one or more types of identity theft victimization. In 2005, 5.5% of households (6.4 million households) experienced identity theft.

"Though it appears that this report focuses more on the credit related side of this crime, it reinforces what we have been telling consumers for years - the biggest cost to identity theft victims is not the compromise of their existing accounts but the misuse of their personal information to create new accounts, obtain medical treatment or other benefits, steal your tax return or commit a crime," said [LifeLock Chairman and CEO Todd Davis](#). "The fact that this report shows that there is less than a 5% increase in the cost to victims related to existing credit card fraud and more than a 100% increase in the cost to victims related to the misuse of personal information, pretty much says it all."

Based on findings from the report, it is imperative that consumers protect what is most vulnerable and most valuable to an identity thief, personal information. LifeLock urges consumers to use a credit card vs. a debit card and to engage a proactive solution to help combat identity theft by enrolling in a proactive identity theft protection service like LifeLock or placing fraud alerts or a credit freeze through the credit bureaus. Consumers should also develop a habit of requesting their free credit report annually through [www.annualcreditreport.com](http://www.annualcreditreport.com).

### About LifeLock

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## Governor O'Malley and Mayor Rawlings-Blake Declare this week (December 4-10) as Identity Theft Awareness Week

### FBI-LEEDA, LifeLock Present Award-Winning Training to Law Enforcement

**Tempe, Ariz.** — According to the [Federal Trade Commission](#), Maryland ranks ninth in the nation in identity theft complaints filed to the FTC in 2010. In an effort to combat this crime and bring awareness to residents of Maryland, [Governor Martin O'Malley](#) and [Mayor Stephanie Rawlings-Blake](#), have each signed proclamations declaring this week Identity Theft Awareness Week for Baltimore Maryland.

During this same week the **Baltimore County Police Foundation** will be hosting a free eight-hour identity theft summit presented by FBI Law Enforcement Executive Development Association ([FBI-LEEDA](#)) and [LifeLock, Inc.](#), an industry leader in proactive identity theft protection. [Attorney General Douglas F. Gansler](#) will be at the training to provide welcoming remarks.

This will be the second summit held in Maryland, the first was held in [Gaithersburg](#) in April 2009. The day-long training will help law enforcement officials familiarize themselves with different identity theft trends and provide a series of best practices to best investigate complex identity theft cases. Attendees will be presented with hands-on experience with many tools of the trade of the trade to help protect themselves and the communities they serve.

#### Details for the Identity Theft Summit in Baltimore, MD:

- The Baltimore, Maryland summit will be held from 8:00 a.m. to 4:00 p.m. on **Thursday, December 8** at the **Baltimore Marriott Hunt Valley Inn**, 245 Shawan Road, Hunt Valley, MD 21031

"While we commend Maryland consumers for reporting their identity theft victimizations to the Federal Trade Commission, most reports only account for adult victims when children's personal information is increasingly becoming a desirable target for identity thieves," said [LifeLock Chairman and CEO Todd Davis](#). "With social media and music downloading sites becoming progressively more popular for youth, they are unknowingly placing personal information online for all to see. Educating our communities about the risks posed for adults and children is essential in the uphill battle against identity theft. The efforts put forth by Attorney General Gansler are also tremendous steps in the right direction, we were especially proud to have awarded him with the [LifeLock Ultimate Award](#) at the 10th Annual C3 Conference held at the University of Maryland this past October."

Communities all across [America](#) are being affected by this rapidly expanding crime. LifeLock also provides [free educational programs](#) for consumers with vital information that is both interactive and easy to understand. For additional information, visit [LifeLock](#).

#### About LifeLock

[LifeLock, Inc.](#) (NYSE: LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of [ID Analytics, Inc.](#), a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

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## Law Enforcement Spend Day Learning How to Fight Identity Theft and Investigate Cases

Though eight states rank worse than Maryland when it comes to identity theft, residents turn to law enforcement every day to answer questions, investigate cases and make arrests. However, Maryland law enforcement, like other state enforcement units, is close to overwhelmed by the number of cases, new forms of technology and methods used by criminals to steal personal information. Conducted by the FBI Law Enforcement Executive Development Association (FBI-LEEDA) and LifeLock, nearly 90 law enforcement agents from Maryland and the surrounding states attended a free day of training on identity theft methods and investigative techniques on Thursday in Hunt Valley, MD.

Maryland Attorney General Douglas F. Gansler and U.S. Attorney Harvey E. Eisenburg welcomed the law enforcement agents and stressed how important training like the FBI-LEEDA/LifeLock program is and how committed the offices of the Attorney General and U.S. Attorney were to battling this crime.

"Today was about laying a foundation, opening eyes and starting dialog between agencies," said FBI-LEEDA Executive Director Tom Stone. "Any time you get the state Attorney General and a U.S. Attorney participate in a training program, it demonstrates the importance of the training and commitment by these very busy individuals."

During the full day of training, participants were presented with the latest investigative techniques being used by other law enforcement agents throughout the U.S., spent time using everyday tools criminals use to commit identity theft and identity fraud, including credit card skimmers and share ideas that could help other agents.

U.S. consumers paid the price for identity theft in 2010, to the tune of \$37 billion, according to a 2011 report issued by Javelin Strategy & Research, which also estimated more than 8 million new victims of the crime in the report. Just last week, the U.S. Department of Justice reported that seven percent of U.S. households (8.6 million) had at least one person who had become identity theft victims - an increase of 2.2 million over the last five years.

"While our programs provide a deep look into the overall problem, they also start with the basics since our class has a variety of experience represented," said Carol Frederick, course instructor and veteran law enforcement official. "We provide hands-on experiences when demonstrating the actual technology criminals are using to steal information, as well as the strategies and techniques needed by anyone in this class to be more efficient and possibly make more arrests."

The free training for law enforcement is part of an ongoing initiative presented by FBI-LEEDA and LifeLock. In just over three years, the training has reached almost 7,000 law enforcement officers in more than 70 cities in the US.

### About LifeLock

LifeLock, Inc. (NYSE: LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of ID Analytics, Inc., a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

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## Consumers Can Take Control Of Their Identities With Next Generation Of Identity Theft Protection

Industry leader offers increased consumer protection with new revolutionary services

**Tempe, Ariz.** — Consumers looking for a comprehensive solution to help protect their personal information need not look any further than LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), as the industry leader in identity theft protection has expanded the variety of service offerings available. Focused on innovation and amplified consumer protection, LifeLock has recently deployed the LifeLock Command Center™ protection suite, providing members with a behind-the-scenes look into how consumers' personally identifiable information is reported and used. In addition, LifeLock now offers LifeLock members Computrace® LoJack® for Laptops - Premium edition service from Absolute® Software.

"Today we are able to offer our members the strongest layer of proactive identity theft protection available by continuing to expand our range of protection," said Todd Davis, LifeLock CEO. "Our pioneering LifeLock Command Center services allow us to use advanced technology to alert our members of a potential misuse of their personal information in a broader scope than ever before, while the LoJack for Laptops service will help safeguard our members from fraud and identity theft in the event their computer is stolen. Both of these services will redefine how identity theft protection is viewed, and we owe that to our loyal LifeLock members who have helped us to shape an industry."

For an additional monthly fee, LifeLock members can receive the LifeLock Command Center service. LifeLock® services help protect members from misuse or inaccurate representation of consumers' personally identifiable information across various databases and files. LifeLock Command Center includes the basic LifeLock services with the added benefits of the LifeLock Identity SDS™ (Search, Detect, Secure) system and LifeLock Personal Breach Protection™ service. LifeLock Identity SDS helps to alert members to potential identity threats quickly by monitoring the Internet and non-credit related sources, including but not limited to payday loans, public records and court records for personal identifying information. LifeLock Personal Breach Protection actively monitors peer-to-peer file sharing networks for potential breaches of personal identifying information.

In an effort to help consumers take aim at laptop theft and the misuse of personal information, which can lead to identity theft and fraud, LifeLock now offers its members special savings when they purchase Computrace LoJack for Laptops - Premium edition service. According to a 2008 study by the Ponemon Institute, approximately 12,255 laptops are stolen, lost, or go missing on average each week just at U.S. airports. Computrace® LoJack® for Laptops by Absolute® Software is a comprehensive, software-based theft recovery service. The service tracks, locates, and recovers stolen computers while providing consumers with the ability to protect their personal information from identify theft. The Premium edition includes a service guarantee from Absolute® Software that will provide up to \$1000 in the event a stolen computer is not recovered within 60 days or the consumer is unable to delete their personal information from the device.

- Current LifeLock members can elect to upgrade their service to the LifeLock Command Center™ protection suite by visiting <https://secure.mylifelock.com/portal/login/> and clicking on "upgrade" or by calling 1-800-LifeLock and selecting Option 2. Current LifeLock members will be charged an additional \$5 monthly for the upgraded services.
- Consumers interested in signing up for LifeLock or LifeLock Command Center can do so by visiting [www.lifelock.com](http://www.lifelock.com) or by calling 1-800-LifeLock.
- For a limited time, LifeLock members can purchase LoJack for Laptops - Premium Edition as an a la carte offering with a 42 percent savings through the LifeLock member portal. After February 1, members will receive a 15 percent savings on the software. To subscribe, contact LifeLock at 1-800-LifeLock.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been

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providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

### About Absolute® Software

Absolute Software Corporation (TSX: ABT) is the leader in computer theft recovery, data protection and secure IT asset management solutions. Absolute Software provides organizations and consumers with solutions in the areas of regulatory compliance, data protection and theft recovery. The Company's Computrace software is embedded in the firmware of computers by global leaders, including Acer, ASUS, Dell, Fujitsu, General Dynamics Itronix, HP, Lenovo, Motion, Panasonic and Toshiba, and the Company has reselling partnerships with these OEMs and others, including Apple. For more information about Absolute Software and Computrace, visit [www.absolute.com](http://www.absolute.com) and <http://blog.absolute.com>.

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## Law Enforcement Nationwide Discover Best Practices for Combating Identity Theft in the New Year

LifeLock and FBI-LEEDA host training sessions in various cities across U.S.

**Tempe, Ariz.** — Increased identity theft awareness is important not only for consumers but for law enforcement officials who are working daily to combat the crime and put thieves behind bars. In an effort to further educate law enforcement, LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) and the FBI Law Enforcement Executive Development Association (FBI-LEEDA) are sponsoring five upcoming identity theft summits in the New Year. Each month a day-long training summit will be hosted in a different city, providing local and statewide law enforcement officials with the latest information on identity theft trends, new scams, and investigative methods. The host cities include Charleston, South Carolina, Austin, Texas, Lake Charles, Louisiana, Milwaukee, Wisconsin and Spokane, Washington.

As part of an ongoing nationwide series of free, interactive training sessions offered through a partnership between LifeLock and FBI-LEEDA, the 2010 summits will help to increase law enforcement's knowledge base on this crime. In 2009 alone, the series reached 12 different cities across the country from Orlando to Detroit to Los Angeles with more than 1,243 law enforcement officials from 403 different agencies in attendance.

"I am very proud to have been a recent host of this program," said Chief Glenn Ladd of the North Kansas City Police Department. "Our local personnel who attended all benefitted in some way, picking up on new methods for fighting this insidious crime. I am confident that those of us who deal with identity theft cases regularly will have more success in battling this crime on the front lines."

According to Javelin Strategy & Research's "2009 Identity Fraud Survey Report," identity thieves are working faster to exploit victims. The incidence of thieves using stolen information within a week of thefts has more than doubled from 33 to 71 percent over the past three years, providing more reason for law enforcement to understand the crime better and be provided with the tools necessary for fighting it.

"It is vital that we help law enforcement in any way we can to better understand this crime and learn the most effective techniques for protecting American consumers," said LifeLock CEO Todd Davis. "As we know, identity thieves continue to find elusive ways to prosper off of innocent victims, making the job for law enforcement officials even tougher. With these intensive training summits, officials can become better equipped with solid investigative techniques and best practices to combat identity theft."

Details for the 2010 LifeLock and FBI-LEEDA Identity Theft Summits:

- The Charleston, South Carolina summit will be held from 8 a.m. to 4:30 p.m. on Thursday, January 21 at Charleston Southern University, 9200 University Blvd., North Charleston, SC 29406.
- The Austin, Texas summit will be held from 8 a.m. to 4:30 p.m. on Tuesday, February 2 at the Travis County Sheriff's Office, 5555 Airport Blvd. Austin, TX 78752.
- The Lake Charles, Louisiana summit will be held from 8 a.m. to 4:30 p.m. on Wednesday, February 24 at the Lake Charles Civic Center, 900 Lakeshore Dr. Lake Charles, LA 70601.
- The Milwaukee, Wisconsin area summit will be held from 8 a.m. to 4:30 p.m. on Tuesday, March 2 at the Waukesha County Technical College, 800 Main St. Pewaukee, WI 53072.
- The Spokane, Washington area summit will be held from 8 a.m. to 4:30 p.m. on Wednesday, April 28 at the Northern Quest Resort & Casino, 100 N. Hayford Rd. Airway Heights, WA 99001.

To register for one of the day-long summits, visit the FBI-LEEDA Web site at [www.leedafbi.org](http://www.leedafbi.org) or contact Paige Pedersen in the LifeLock Public Affairs Department at 480-457-2108 or [paige@lifelock.com](mailto:paige@lifelock.com). The summits are free and open to

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chiefs, sheriffs, investigative supervisors, fraud unit investigators, patrol officers and community policing personnel. Officials of all experience levels in investigating identity theft crimes are encouraged to attend.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

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## Protecting More Than Just the Piggy Bank during National Financial Wellness Month

LifeLock brings consumers up to speed with identity theft protection tips to start the New Year

**Tempe, Ariz.** — At the start of every year, much attention is given to setting goals and making plans for personal improvement. Many decide to frequent the gym on a more regular basis, begin a new diet plan, prove to the boss a promotion is warranted and so on - but what about keeping a more watchful eye on personal finances, one of the simplest and most important resolutions one can make? Because every U.S. citizen with a Social Security number has the potential to become an identity theft victim, LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), a leader in identity theft protection, is educating consumers on the crime and the benefits of proactively protecting personally identifiable information. January marks National Financial Wellness Month, giving consumers an even stronger reason to want to better understand identity theft and take the reins when it comes to protecting themselves.

"More than just striving for a balanced checkbook, financial wellness involves discovering new ways to achieve financial balance and developing habits that will help to ensure long-term financial health," said Todd Davis, CEO of LifeLock. "We encourage not only LifeLock members, but all consumers to take an active interest in protecting personal and family finances and to be proactive in guarding their personal information."

There are no demographic restrictions on identity theft, either. Childhood identity theft and fraud, for example, can go undetected for years. Parents should be diligent about checking their children's credit as they are often easy targets for identity thieves. In addition, identity theft can be detrimental for senior citizens, unraveling decades of hard work and straining even further already tight fixed-income budgets. Today's identity thieves are particularly dangerous because they are both technologically-savvy and reliant on old tricks. While some thieves employ high-tech ways of tapping into victims' finances with skimming devices and through wireless network penetration, others are dumpster diving or posing as official data workers as they implement door-to-door scams. By monitoring personal finances on a regular basis, consumers can be more aware when their personal information has been used.

During National Financial Wellness Month, LifeLock urges consumers to take the possibility of identity theft seriously, especially when it pertains to protecting sensitive personal and financial information and making financial plans for the future. Whether consumers are saving for college, looking to buy their first home or planning for retirement, protecting against identity theft should be a top concern in any financial wellness plan. LifeLock offers the following tips to help ensure the future financial growth and wellness of consumers:

- **Keep your eyes open** - Review your statements monthly; all of them - credit card, utility bill, bank statement, and so on. One of the fastest ways to financial distress is lack of attention to detail. Make sure to track any questionable transactions and contact the appropriate institution immediately.
- **Socialize, shop and surf safely** - It seems everyone has at least one online profile on social networking sites like Facebook, Twitter or MySpace. Don't save your log in information on any computer, even a personal one, and refrain from sharing usernames and passwords or account numbers with anyone. When paying bills online, only use secure sites generally marked with a URL that includes https://, and safety logos that feature a lock or key.
- **Work smarter, not harder** - Set your free fraud alerts with the three major credit bureaus, request your free annual credit reports ([www.annualcreditreport.com](http://www.annualcreditreport.com)) and shred any unnecessary documents that contain your personal information.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company

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has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

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## LifeLock, Inc. Names New Chief Technology Officer

Prakash Ramamurthy Joins Industry Leading Identity Theft Protection Company

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the leader in identity theft protection services, has hired Prakash Ramamurthy to serve as the company's Chief Technology Officer. As the need for identity theft protection grows, LifeLock continues to broaden its scope of services provided to members. Throughout this continued growth, Ramamurthy will be an invaluable asset in supporting LifeLock's long-term goals.

Prior to joining LifeLock, Ramamurthy served as the Senior Vice President of Product Management and Engineering for Gaia Online, a teen and young adult avatar-based social gaming and community Web site. During his time there, Ramamurthy helped Gaia Online become one of the leaders in virtual goods and micro transactions. Before working for Gaia Online, Ramamurthy was the Vice President of Identity Management and Security Products for Oracle Corporation, the world's largest business software company. In his new role with LifeLock, Ramamurthy assumes responsibility for the product and technology solutions that will enable LifeLock to successfully and expediently execute the company's product roadmap.

"As we continue to gain momentum as the leader in the field of proactive identity theft protection, we are looking for leaders who are passionate in what they do and have the track record for scaling large organizations," said LifeLock Chairman and CEO Todd Davis. "Prakash's experience will directly serve LifeLock members as well as future development of the organization."

In the nine years before representing Oracle Corporation, Ramamurthy served as Senior Vice President of Products & Technology at Oblix, Inc., whose products have been deployed worldwide by companies to protect and secure mission critical applications. He was responsible for strategic product management and development, and was successful in building a software company that now has more than 200 Fortune 500 companies utilizing its product.

Prior to joining Oblix in 1996, Prakash held senior technical and management positions at C\*ATS Software, Mentor Graphics Corp., and Verity, Inc. He holds a Bachelor of Engineering degree in computer science from Anna University in Madras, India, as well as a Master of Science degree in computer engineering from Boston University.

"I'm honored to become a part of the LifeLock team," said Ramamurthy. "As a leader in its industry, LifeLock is positioned for continued expansion and success and I'm looking forward to being a part of it."

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

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## Life Quotes, Inc. Works with LifeLock to Help Better Protect Users' Finances

**Tempe, Ariz.** — In an effort to bring consumers a more complete protection plan on their personal finances, LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the industry leader in proactive identity theft protection, and Life Quotes, Inc., an online service provider of comprehensive insurance options, have recently entered into a partnership that will provide Life Quotes users LifeLock® service at a discounted rate.

"Helping protect our members' personally identifiable information is LifeLock's primary focus," said Steve McGrady, LifeLock Vice President of Partner Sales. "In order to help safeguard more consumers from the threats of identity theft, it is especially important for us to continue working with companies like Life Quotes who help consumers take charge of their finances and protect what's most valuable to them."

Life insurance provider Life Quotes provides a convenient online resource for individuals looking to find the right insurance company with the type of insurance plan that will best suit their needs. Life Quotes provides access to comparative quotes for auto, life, health and business insurance, so that busy consumers and business owners can save time and money. Visitors can obtain instant quotes from dozens of leading insurance companies, achieve maximum savings and have the freedom to buy from any company shown.

Both LifeLock and Life Quotes aim to help individuals with families to support. Especially with the current state of the economy, the need for families to protect their personal finances is greater than ever before. The partnership between LifeLock and Life Quotes provides Life Quotes users with an opportunity to receive LifeLock® extensive identity theft protection service at a discounted rate.

"Life Quotes customers tend to be the kind of consumers that consciously stay ahead of the curve when it comes to their personal and business finances," said Mike Zuccato, Director of Online Marketing. "Through this partnership with LifeLock, we hope to provide our users with a necessary tool for helping to protect against identity theft. Just as life insurance and other forms of insurance are important protection measures, an identity theft service is crucial to keeping a stronger hold on finances."

Because identity theft is a crime that affects many consumers, LifeLock aims to educate consumers through partnerships with organizations they believe in and have had a longstanding affinity with. LifeLock carefully selects partners that seek not only to educate their customers, members and employees on the crime, but also offer them a unique service that helps proactively protect each individual from identity theft and fraud. LifeLock's reach extends to membership organizations such as AAA clubs across the country, Veterans' organizations and even organizations such as the National Rifle Association. Recently, Symantec partnered with LifeLock to provide both on and offline protection to consumers.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

### About Life Quotes, Inc.

Founded in 1984, Life Quotes, Inc. is celebrating its 25th year in business. Life Quotes owns and operates [www.lifequotes.com](http://www.lifequotes.com), a popular Web site which allows life insurance shoppers to compare the rates of leading life insurance companies in seconds. Life Quotes also now provides auto insurance, home insurance, health insurance and

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business insurance quotes. Visitors to the company's Web site are able to obtain instant quotes from more than 25 leading insurers and have freedom to buy from the company of their choice.

<p><b>Identity Theft 101</b> Understanding identity theft and how it can affect you</p>  <p>▶ <a href="#">Learn more</a></p>	<p><b>How LifeLock Works</b> See why LifeLock is a leader in Identity Theft Protection.</p>  <p>▶ <a href="#">Learn more</a></p>	<p><b>Help Protect Yourself</b> LifeLock's protection for Individuals is secure.</p>  <p>▶ <a href="#">Learn more</a></p>
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## Georgetown Savings Bank Helps Protect Customers From Identity Theft

Offers Free Identity Theft Protection to Customers and Employees

**GEORGETOWN, MASSACHUSETTS** — Georgetown Savings Bank has renewed its commitment to the well-being and peace-of-mind of its customers by offering free identity theft protection with select accounts. The unique offering is the result of a partnership with LifeLock, Inc., the industry leader in proactive identity theft protection, to provide free identity theft protection for new customers signing up for GSB Prime and GSB 24/7 Checking.

"We believe identity theft is one of the most serious threats to an individual's reputation and financial security today," said Robert Balletto, President of Georgetown Savings Bank. "No one else in our market is taking this extra step to protect customers' personal information. We believe so strongly in the importance of taking every measure possible to help protect personal information that we are even offering LifeLock memberships to all of our employees."

Georgetown Savings Bank customers who sign up for a GSB Prime or GSB 24/7 Checking Account will receive one free LifeLock identity theft protection membership for the life of the account. In addition, family members can receive a discounted rate off LifeLock® service. Georgetown Savings Bank will also provide LifeLock protection to all bank employees, free of charge. This unique offering provides an opportunity for customers and employees to take advantage of the identity theft protection service and understand how to help protect themselves from this growing crime.

"Consumers look to financial institutions every day to house their personal information and keep their finances secure," said Todd Davis, LifeLock Chairman and CEO. "LifeLock is in the business of helping to safeguard consumers from the threats of identity theft, and it is crucial that private information is kept private. This partnership is a perfect marriage, allowing Georgetown Savings Bank customers and employees the opportunity to understand first-hand how their information is better protected by LifeLock."

To take advantage of free identity theft protection, customers are required only to enroll in GSB Prime or GSB 24/7 Checking accounts and sign up for LifeLock identity theft protection. For more details, go to [www.georgetownsb.com](http://www.georgetownsb.com).

### About Georgetown Savings Bank

Georgetown Savings Bank, with branch offices in Georgetown, North Andover and Rowley, is committed to making a positive difference in the communities it serves. The bank strives to deliver exceptional personal services at all times and to help each of its customers achieve their unique financial goals through a competitive array of commercial and consumer banking services. To learn more about Georgetown Savings Bank, please visit [www.georgetownsb.com](http://www.georgetownsb.com), or call 978.352.8600.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

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## LifeLock Helps Conserve Personal Information, National Wild Turkey Federation Conserves Wildlife

**Tempe, Ariz.** — In order to help preserve more consumers' personal information, LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the leader in identity theft protection, has joined with the National Wild Turkey Federation (NWTf), a national nonprofit conservation and hunting organization. The partnership between LifeLock and NWTf will provide NWTf members with LifeLock® service at a discounted rate.

"We look forward to a strong relationship with the NWTf," said Steve McGrady, LifeLock Vice President of Partner Sales. "This is a perfect example of an organization thinking outside the box when it comes to the benefits it provides its members."

The NWTf, along with its volunteers, partners and sponsors, has worked for the conservation of the wild turkey and preservation of hunting heritage since 1973. Through NWTf's partnership with LifeLock, as many as 350,000 members of NWTf will be eligible to receive LifeLock® service at a discounted rate.

"Some may wonder why a conservation organization would partner with an identity theft protection company," said George C. Thornton, NWTf CEO. "It's simple, we want our members to be as protected as possible from identity theft and fraud, and LifeLock has a proven record as a trusted company."

LifeLock selects partners that will collaborate in educating their customers, members and employees on the crime of identity theft, while also offering them a unique service that helps proactively protect each individual from identity theft and fraud. LifeLock's reach extends across the country to membership organizations such as AAA clubs, nonprofit organizations such as the National Organization for Victim Assistance® (NOVA), and even major retailers. Recently, LifeLock partnered with Norton from Symantec to provide both on and offline protection to consumers.

### About LifeLock®

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

### About National Wild Turkey Federation

The National Wild Turkey Federation is a nonprofit conservation organization that works daily to further its mission of conserving the wild turkey and preserving our hunting heritage.

Through dynamic partnerships with state, federal and provincial wildlife agencies, the NWTf and its more than 350,000 members have helped restore wild turkey populations across the country, spending more than \$306 million to conserve 14 million acres of habitat for all types of wildlife.

The Federation works to increase interest in the outdoors by bringing new hunters and conservationists into the fold through outdoor education events and its outreach programs - Women in the Outdoors, Wheelin' Sportsmen, JAKES and Xtreme JAKES.

The NWTf was founded in 1973 and is headquartered in Edgefield, S.C. According to many state and federal agencies, the comeback of the wild turkey is arguably the greatest conservation success story in North America's wildlife history.

Visit <http://www.nwtf.org> or call (800) THE-NWTf for details.

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## LifeLock Takes Aim at Cybercrime with Norton 360 Security Suite Offer for Members

Identity theft protection leader and Symantec team up to offer all-in-one Internet Security

**Tempe, Ariz.** — Consumers looking for stronger safeguards on personal computers and protection from identity theft can now receive both - all at once. LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the industry leader in identity theft protection, has expanded its variety of service offerings available to members through a recent partnership with Symantec. In an effort to take aim at crimes that have the potential to lead to identify theft and fraud, LifeLock now offers new and existing members a bundled package including LifeLock® service and Norton 360™ Version 3.0 all-in-one security suite.

Norton 360™ provides essential protection against cybercrime, including identity theft, viruses, spyware, hackers, botnets, and more to help ensure consumers' personal information, PCs and home networks are protected at all times. In addition to guarding against online threats, Norton 360 features Norton Safe Web, which enables consumers to identify unsafe Web sites and suspicious sellers so they can shop and surf online with confidence. Norton 360 also automatically backs up important files and keeps PCs running at peak performance. In conjunction with LifeLock® service, which helps to protect against identity theft and fraud through various service offerings, such as TrueAddress™, eRecon™, and the recently introduced LifeLock Identity Alert™ System - providing early notification to members whenever personal information is detected as being used to apply for many forms of credit or services - the bundle offers consumers a powerful combination of security and peace of mind.

"Identity thieves are becoming more sophisticated each and every day," said Todd Davis, Chairman and CEO of LifeLock. "By aligning with Symantec and providing consumers with the strongest front line of defense against the threats of cybercrime and identity theft, we have become the one-two punch for consumers to help best protect themselves."

For an additional monthly fee, LifeLock members can receive the LifeLock Command Center™ protection suite. LifeLock® services help protect members from misuse or inaccurate representation of consumers' personally identifiable information across various databases and files. LifeLock Command Center includes the basic LifeLock services with the added benefits of the LifeLock Identity SDS™ (Search, Detect, Secure) system and LifeLock Personal Breach Protection™ service. LifeLock Identity SDS helps to alert members to potential identity threats quickly by monitoring the Internet and non-credit related sources, including but not limited to payday loans, public records and court records for personal identifying information. LifeLock Personal Breach Protection service actively monitors peer-to-peer file sharing networks for potential breaches of personal identifying information, and then alerts members if personal information is found.

### Pricing and Availability

- To purchase the Norton 360 software download, current LifeLock members will be directed to the myLifeLock member portal to buy directly from Symantec for \$49.99 (after a \$30 mail-in rebate)
- For new members looking to protect their good name with LifeLock service plus Norton 360 Complete Identity Protection Package, the price is \$129.99
- To secure the additional benefits included in LifeLock Command Center protection suite plus Norton 360 Complete Identity Protection Package, the price is \$179.49

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most

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recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

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## LifeLock Partners with 2010 Census to Help Protect Consumers from Identity Theft

LifeLock joins U.S. Census Bureau; warns consumers of potential Census scams by savvy criminals

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the industry leader in identity theft protection, announced today a strategic partnership with the United States Census Bureau, a leading source of data about America's people and economy. LifeLock is committed to educating consumers and helping to better protect personal information, especially during a time when identity thieves will attempt just about anything to ensure personal information is used illegally to their benefit.

This month, the U.S. Census Bureau will send out a short questionnaire to every household in the U.S. and Puerto Rico in an effort to collect important demographical data. Residents are required to respond to the 10 questions. From April to July, those who haven't completed their 2010 Census form will receive a visit to their home address from a Census taker. Identity thieves may take advantage of the Census law and begin targeting unsuspecting victims in an attempt to steal personally identifiable information. Census scams can range from fraudulent emails to attempts to impersonate Census takers. Many consumers don't think twice about sharing personal information with a Census taker, which is why the scams can be very effective. "LifeLock is proud to support the 2010 Census," said Todd Davis, Chairman and CEO of LifeLock. "The information being collected is critical to the country and all residents should feel comfortable providing the requested information. However, we want consumers to be wary of scam artists perpetrating identity theft crimes during this time. Be careful, and know that the person you're essentially handing your good name over to is the appropriate worker."

2010 Census partners are government, non-profit, corporate or community organizations that have formally pledged their commitment to share the 2010 Census message and mobilize their constituents in support of the Census Bureau's goal of achieving a complete count. As a 2010 Census partner, LifeLock is also committed to notifying consumers about the potential identity theft risks associated with the Census, due to scam artists posing as Census takers and collecting private information.

There are distinct differences between a real Census taker and an identity thief posing as a Census taker. U.S. Census takers will have identification (government badges and picture ID) and a confidentiality notice. But it is possible for a thief to fabricate these identification tools, so it's important to know what Census takers will not do:

- They will not ask for your Social Security number or financial information, e.g. bank or credit card accounts.
- They will not ask you for money or say that you owe money.
- They will not harass or intimidate you.
- They will not contact you by email. - only by phone, by mail, or in person.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

### About the 2010 Census

The 2010 Census is a count of everyone living in the United States and is mandated by the U.S. Constitution. Census

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data is used to apportion congressional seats to states, to distribute more than \$400 billion in federal funds to tribal, state and local governments each year and to make decisions about what community services to provide. The 2010 Census form will be one of the shortest in U.S. history, consisting of 10 questions, taking about 10 minutes to complete. Strict confidentiality laws protect the respondents and the information they provide.

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## LifeLock Partners with Folds of Honor Foundation

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) announced today at Atlanta Motor Speedway the company's support for Folds of Honor Foundation, an organization dedicated to providing post-secondary education scholarships for individuals from families of disabled or fallen soldiers.

"LifeLock has a long history of supporting our military, however this will be the first time we have done something to support soldiers' families," said Darrell Davis, LifeLock Partner Development Manager. "Through this partnership LifeLock will have the opportunity to not only affect the lives of individuals whose family members fought to protect our country, but also, educate others about how identity theft can hit anyone at anytime, including the men and women serving our country overseas. We are proud to be able to offer financial and marketing support to this great organization."

Starting immediately, LifeLock will actively promote the partnership with Folds of Honor Foundation through its national Speakers Series and law enforcement seminars. The company will also drive recognition through two motorsports events, held at Michigan International Speedway in June, as well as the LifeLock.com 400 at ChicagoLand Speedway in July. Finally, LifeLock will utilize its popular radio advertising personalities to bring awareness to the cause.

"LifeLock has a tremendous reputation for supporting organizations like ours," said Major Dan Rooney, founder of Folds of Honor Foundation. "We need more organizations like LifeLock to get fully engaged and help further our foundation's mission. This is a giant step in the right direction of supporting military families."

Folds of Honor Foundation was founded in 2007 and has primarily been funded through Patriot Golf Day. Each year, golf facilities around the country host fundraising events over Memorial Day weekend to benefit Folds of Honor. To date, the organization has raised more than \$5 million through Patriot Golf Day and has awarded nearly 1,000 scholarships.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

### About Folds of Honor Foundation

The Folds of Honor Foundation is a 501(c)(3) charitable organization that provides post-secondary educational scholarships for children and spouses of military service men and women killed or disabled while serving our great nation. Visit [FoldsofHonor.com](http://FoldsofHonor.com) for more information.

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## National Consumer Protection Week Highlighted with Launch of Identity Smart Book

LifeLock and National Crime Prevention Council Align to Present Identity Theft Protection Toolkit

**Tempe, Ariz.** — As the rate of identity theft incidents continue to rise, consumers are becoming more and more vulnerable to identity theft and identity fraud. During National Consumer Protection Week, March 7 - 13, consumers should be aware of the protections available to help safeguard their personally identifiable information. The National Crime Prevention Council (NCPC) and LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the industry leader in identity theft protection, have aligned to produce an identity theft protection toolkit, Identity Smart: A Guide for Consumers to Help Protect Against Identity Theft. Available online beginning March 8, Identity Smart addresses education, protection and remediation issues related to identity theft and identity fraud.

"National Consumer Protection Week is the appropriate time to turn the spotlight on this invasive crime," said Ann M. Harkins, President and CEO of NCPC. "As the numbers continue to rise, we are working hard to educate and prevent consumers from being victimized by identity theft and identity fraud. Through our partnership with LifeLock, we have developed a comprehensive guide for consumers to help them understand their vulnerabilities and learn how to protect what matters most to them."

As many as 11.1 million Americans were estimated to be victims of identity fraud in 2009, according to the 2010 Identity Fraud Survey Report produced by Javelin Strategy & Research. While the number of victims increased significantly over the previous year, it is estimated that only 12 percent of victims reported the issue to law enforcement.

"While we expected an increase in the number of victims, this took us by surprise," said Todd Davis, LifeLock Chairman and CEO. "Working closely with law enforcement, we are hearing everyday about the new trends that thieves have devised to compromise our personal information and to monetize it. It is the responsibility of all who have this information, whether a public or a private organization, to share this information with consumers so that they can truly begin to defend themselves."

Consumers, law enforcement agencies and other interested groups can download a free copy of Identity Smart at <http://www.ncpc.org/topics/fraud-and-identity-theft/identity-smart>.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

### About the National Crime Prevention Council

The National Crime Prevention Council (NCPC) is a private, nonprofit organization whose primary mission is to be the nation's leader in helping people keep themselves, their families, and their communities safe from crime. NCPC manages public service advertising under the National Citizens' Crime Prevention Campaign - symbolized by McGruff the Crime Dog® and his "Take A Bite Out Of Crime®" slogan - and acts as secretariat for the Crime Prevention Coalition of America, more than 300 national, federal, state, and local organizations representing thousands of constituents who are committed to preventing crime. NCPC is funded through a variety of government agencies, corporate and private foundations, and donations from private individuals. For more information on crime prevention issues, visit [www.ncpc.org](http://www.ncpc.org).

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## LifeLock Adds Senior Executive to Product and Technology Team

Patrick Pendleton, former CIO of EDFUND, joins industry leader in identity theft protection

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the leader in identity theft protection services, has hired Patrick Pendleton to serve as the company's Chief Information Officer. As the necessity for identity theft protection increases, LifeLock remains the leader by continuously providing technologically-advanced services for members. In his role as CIO, Pendleton will serve as the senior leader to LifeLock's information technology team, working to ensure and enhance technologies that allow LifeLock to continue to grow as the industry leader.

Prior to joining LifeLock®, Pendleton served as Vice President of Technology and Chief Information Officer for EDFUND, a non-profit corporation providing financial information and services to students seeking higher education. Before EDFUND, Pendleton held the position of Chief Information Officer for GoDaddy.com, the world's largest domain name registrar, where he was responsible for the company's technology, including the Operations and Engineering groups. Before his work with Go.Daddy, Pendleton served as the Vice President of Technical Services for PetSmart, the largest specialty retailer of services and solutions for the lifetime needs of pets.

In his role with LifeLock, Pendleton assumes the senior Information Technology (IT) leadership position and will serve as the prime enabler of IT business innovation. He will execute delivery strategies that will drive new business-enabling capabilities, and will be recognized as a key collaborator in the development process. The Information Technology team at LifeLock ensures the company's systems support the newest identity theft protection products. In addition, the team develops member solutions that provide LifeLock members and sales partners with a seamless and world-class experience.

"I am confident that as LifeLock continues to develop industry leading products and services to help protect members from the growing threats of identity theft that individuals like Patrick will undoubtedly help to advance our organization," said Todd Davis, LifeLock Chairman and CEO. "His impressive experience in the world of IT will directly benefit LifeLock members and aid in the development of this organization."

Prior to joining PetSmart in March 2001, Pendleton served as the Vice President of Development and Operations/Division CIO for the Pharma division of NDC Health Information Services. Pendleton has held various technical leadership positions during his past assignments at Boise Cascade Office Products, North American Phillips (previously Signetics), and American Express.

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## Louisiana Law Enforcement Training Summit

**Tempe, Ariz.** — Law enforcement in Louisiana are taking the bull by the horns when it comes to identity theft. Police Chief Don Dixon and the Lake Charles Police Department hosted an identity theft training summit on February 24, 2010 with co-hosts FBI's Law Enforcement Executive Development Association (FBI-LEEDA) and LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the leader in identity theft protection. The training event hosted 96 participants from 19 different local, state and governmental agencies.

"It's become very evident that LifeLock and FBI-LEEDA have created one of the more unique partnerships that have ever aided law enforcement," said Chief Don Dixon of the Lake Charles Police Department. "In a time when there is an overwhelming need for low-cost training for law enforcement, LifeLock providing these free seminars is going above and beyond in my book. My department spends a great deal of time on identity theft and I know the information provided in this unique day-long training session will be put to good use."

The one-day course covers relevant identity theft law, high technology identity theft, identity theft awareness and protection strategies, databases to assist in investigations, and an emphasis on investigative techniques.

In partnership with FBI-LEEDA, LifeLock has hosted 18 Identity Theft Summits since October 2008, bringing law enforcement officials from all over the country together to work various cases, and to discuss in detail investigative techniques and methods for combating the crime. From Las Vegas to Atlanta and from Chicago to Houston, more than 1,776 law enforcement officials from more than 605 different agencies have participated in the training summits.

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## First U.S. Homeland Security Secretary Tom Ridge Joins LifeLock Board of Directors

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) the leader in identity theft protection, announced today the appointment of Tom Ridge, the first secretary of the U.S. Department of Homeland Security and former governor of Pennsylvania, to its board of directors. Ridge currently serves as President and CEO of Ridge Global, an international security consulting company, based in Washington, D.C.

"Today is a milestone day in the history of LifeLock as we have added Tom Ridge, one of our nation's premier defenders, to our Board of Directors," said Todd Davis, LifeLock Chairman and CEO. "We know the position that Tom has taken on homeland security and we know that he brings the same commitment, determination and expertise to help position LifeLock to not only fight identity theft but to help protect all things personal for our members."

"Identity theft is a growing problem in our country," said Ridge. "I look forward to working with LifeLock as the company continues to develop ways of providing improved protection to members."

Following the tragic events of September 11, 2001, Ridge became the first Assistant to the President for Homeland Security and later the first U.S. Secretary of Homeland Security. Before that service, Ridge was twice elected governor of Pennsylvania. Raised in a working-class family, Ridge earned a scholarship to Harvard, graduating with honors in 1967. After his first year at The Dickinson School of Law, he was drafted into the U.S. Army, where he served as an infantry staff sergeant in Vietnam, earning the Bronze Star for Valor, the Combat Infantry Badge and the Vietnamese Cross of Gallantry. After returning to Dickinson, he completed his law degree and later became one of the first Vietnam combat veterans elected to the U.S. House of Representatives, where he served six terms. In addition to his role as chief executive of Ridge Global, Ridge serves on several public and private boards, including his service as Chairman of the National Organization on Disability and National Co-Chairman of the Flight 93 Memorial Fundraising Campaign.

With the appointment of Ridge, LifeLock's board now consists of six members, including: David Cowan, partner, Bessemer Venture Partners; Todd Davis, Chairman and CEO, LifeLock; Chini Krishman, founder and CEO, Vimo, Inc.; George Reyes, retired CFO, Google; and Gene Yoon, co-head, AmSSG Private Equity, Goldman, Sachs & Co.

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## LifeLock, FTC & State Attorneys General Agree to Advertising Standards

Agreement Provides Regulatory Guidance for Identity Theft Protection Industry

**Tempe, Ariz.** — LifeLock, Inc., the industry leader in identity theft protection, today announced that it has signed an agreement with the Federal Trade Commission (FTC) and several State Attorneys General which closes a compliance inquiry by setting advertising standards for the company and establishing regulatory guidance for the identity theft protection industry.

"LifeLock is pleased with this agreement, which, for the very first time, works to set advertising guidelines for the entire industry. We welcome federal and state efforts to regulate our industry, because doing so helps to protect consumers from the risks of identity theft," said LifeLock Chairman and CEO Todd Davis.

For nine straight years, identity theft and fraud has led all complaints filed with the FTC. With losses to Americans now in excess of \$1.8 billion annually, identity theft has grown to epidemic proportions.

"Because of LifeLock's marketing efforts over the years, many more Americans now know of the risks of identity theft," said Davis. "More than one and a half million consumers rely on us 24 hours a day to help protect their identities."

Davis also noted that LifeLock members are very satisfied with the company's innovative products and services. Of the members who enrolled within the first 18 months of the start-up of LifeLock more than seventy-five percent still remain members today. Ninety percent of LifeLock customers renewed their subscriptions last year. Year after year, LifeLock's member surveys show extraordinarily high levels of customer satisfaction.

In October 2009, LifeLock rolled out the next generation of identity theft protection services that provide even better and broader protection to its valued members. To date, the new system has prevented more than 5,000 fraudulent credit applications before they could be processed and approved. The FTC and State Attorneys General action, which resulted from an examination of old practices and products, has no impact on LifeLock's current services. Nothing changes because this was based on activity from over two years ago. LifeLock agreed to settle in order to quickly put this behind the company and get back to doing what it does best - helping to protect members from identity theft.

"We are committed to developing and applying the most advanced technologies available to help protect consumers from the consequences of identity theft," said Davis. "We will also continue to work closely with lawmakers and regulators going forward to raise awareness about the threats of identity theft and to help consumers take effective action to protect themselves."

### About LifeLock

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## Tax Season: An Identity Thief's Paradise

LifeLock® provides recommendations to help protect personal information during tax season

**Tempe, Ariz.** — Many consumers look forward to tax season in anticipation of a hefty return. In the same instance, many identity thieves look forward to tax season as well, only in anticipation of beating you to your hefty return. As consumers are gathering their documents to complete their income taxes for the prior year, they are sending and receiving documents that contain significant amounts of personally identifiable information (PII), especially through peer-to-peer file sharing networks. These networks help open up consumers' PII to savvy thieves online, leading to potential identity theft. The Federal Trade Commission (FTC) reported in 2009 that from 2006 to 2008, the number of consumer complaints regarding fraudulent tax returns that were filed to the Internal Revenue Service (IRS) had doubled (6% to 12%).

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the industry leader in proactive identity theft protection, understands the threats this time of year poses to consumers and provides the following recommendations to best protect PII during tax season and beyond:

**STOP SHARING!** - Consumers that have downloaded peer-to-peer file sharing networks onto their computers are at risk for identity theft if they keep tax documents on the same computers. Examples of peer-to-peer file sharing networks include popular programs such as LimeWire, BearShare and KaZaa. These types of file sharing networks allow users to share music, photos, as well as all other documents on the computer. To help secure personal tax documents, peer-to-peer file sharing networks should be removed from personal computers.

**SEARCH FOR THE "S"** - When using online tax preparation software, be sure that the Web site is secure and that you see an https:// in the URL. The "s" in the URL indicates that the server is secure and personal information can be transmitted safely.

**TAKE A TRIP** - When filing income taxes by mail, help protect your personal information by taking your sealed IRS envelope to the post office instead of your personal mailbox. Identity thieves can't steal from your mailbox what isn't there.

**BE PROACTIVE** - Because no one can stop all identity theft, take the proper precautions and engage a proactive identity theft protection service like LifeLock® to help safeguard your personal information. LifeLock is the only identity theft protection agency offering consumers with a front line of defense against peer-to-peer identity theft. In addition, LifeLock's next generation of identity theft protection services work to place a front line of defense against identity theft and back it up with a \$1 Million Total Service Guarantee. (Restrictions apply. See LifeLock.com for details. Due to New York State law restrictions, the LifeLock Service Guarantee cannot be offered to the residents of New York.)

### About LifeLock

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## The Celebrity Apprentice Tackles Identity Theft

LifeLock and Norton put Spotlight on Identity Theft Danger in Primetime

**Mountain View, Calif., and Tempe, Ariz.** — This weekend LifeLock, the leader in providing consumers with proactive identity theft protection, and Symantec (Nasdaq: SYMC), whose Norton brand provides Internet security to millions of consumers, will be challenging NBC's *Celebrity Apprentice* reality show and Donald Trump's cast of celebrities with a very real problem: help stop identity theft before it starts.

On Sunday, March 28, the celebrity women - including reality star, Sharon Osbourne, Olympic gold medal swimmer, Summer Sanders and singer/actress, Cyndi Lauper -- will go head-to-head with the celebrity men -- including rocker Bret Michaels, former Illinois Governor, Rod Blagojevich, and baseball star Darryl Strawberry -- in a contest that will require more brains than beauty or brawn. The task will revolve around an innovative new online and offline identity theft protection bundle that combines the power of the All-In-One Security of Norton 360 with the protection of a one-year LifeLock membership. Norton and LifeLock will be donating a portion of bundle sales to the winning team's project manager's charity of choice, which will be revealed on the March 28th episode. The Norton 360 and LifeLock product bundle is only available from Best Buy or online at [www.lifelock.com/norton](http://www.lifelock.com/norton) for a limited time.

"Working with a reality show like *The Celebrity Apprentice* to help us put a national spotlight on the very real dangers of cybercrime and identity theft is a great way to educate consumers," said Janice Chaffin, group president of Symantec's Consumer Business Division. "We're excited to be working with such an energetic and creative cast of celebrities and look forward to sharing Internet security and identity protection tips and tools with viewers."

"Having been a part of the show last season, we are extremely excited to be welcomed back and given the opportunity to showcase this innovative new product offering," said LifeLock Chairman and CEO Todd Davis. "The episode is the perfect outlet to demonstrate to viewers how to help protect their good name."

### About LifeLock

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### About Norton From Symantec

Symantec's Norton products protect consumers from cybercrime with technologies like antivirus, anti-spyware and phishing protection -- while also being light on system resources. The company also provides services such as online backup and PC tuneup, and is a trusted source for family online safety. Friend us on Facebook at [www.facebook.com/norton](http://www.facebook.com/norton) and follow [@NortonOnline](https://twitter.com/NortonOnline) on Twitter.

#### About Symantec

Symantec is a global leader in providing security, storage and systems management solutions to help consumers and organizations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored. More information is available at [www.symantec.com](http://www.symantec.com).

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## LifeLock Extends Personal Identity Protection With Enhanced LifeLock Identity Alert™ System

Next Generation Identity Theft Protection Extends to Specific Tax Refund Anticipation Loans

**Tempe, Ariz.** — LifeLock, the industry leader in proactive identity theft protection, has announced an enhancement to the LifeLock Identity Alert™ System that is now able to detect fraud amidst certain tax refund anticipation loans. Refund anticipation loans are loans secured by and repaid directly from a consumer's tax refund.

"Once again, we continue to expand our services to help protect consumers from the growing threats of identity theft and fraud," said Todd Davis, Chairman and CEO of LifeLock. "Recognizing that this crime hits so many different financial areas, we are adding a tax refund anticipation loan alert to the LifeLock Identity Alert™ System. At no additional charge to LifeLock members, we are now protecting them from the threat of a false filing of tax refund anticipation loan, potentially denying them of their hard earned tax refund."

Refund anticipation loans are an easy and fast method for identity thieves to perpetrate tax fraud. Identity thieves may try to impersonate a hard-working tax payer, obtain a rapid refund loan in less than 48 hours and make an escape before the IRS or the consumer identifies that the fraud has occurred. Through the LifeLock Identity Alert™ System, LifeLock members will now be alerted when a tax refund application loan is applied for through certain tax preparation agencies.

The National Consumer Law Center/Consumer Federation of America reports that in the 2008 tax filing season, tax preparers and their banking partners made approximately 8.4 million refund anticipation loans, with consumers spending an estimated \$738 million in fees to expedite their returns.

Launched in August 2009, the LifeLock Identity Alert™ system offers broader identity coverage, greater control, and early notification of both credit and non-credit related identity threats by searching more than 45 million data points daily and 30 million consumer transactions each month. This advanced detection system can identify fraudulent applications for many forms of both credit and non-credit related services. These include many but not all retail credit cards, mortgage loans, and auto loans, as well as non-credit related transactions, such as wireless services, utilities, peer-to-peer loans, and non-credit related payday loans.

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## Clean Out the Clutter and Help Keep Your Identity Safe this Spring

LifeLock® offers tips to help protect personal information during spring cleaning season

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the industry leader in proactive identity theft protection, wants consumers to be aware of the threats associated with cleaning out garages, closets, filing cabinets, and even disposing of old personal computers this spring. Identity thieves are always looking for ways to steal consumers' personally identifiable information (PII), and may not need to look any further than the dumpster or curb this spring season. For anyone looking to purge old documents and paperwork that have stockpiled over time, or throw out an old computer, there are important steps that can be taken to help avoid becoming the next identity theft statistic.

"Spring is the time of year most folks decide to clean up their houses and get rid of unwanted junk, and often times that means paperwork containing sensitive personal information," said Todd Davis, LifeLock Chairman and CEO. "It is important for consumers to protect themselves in every way possible by shredding and disposing of these items properly, without unnecessarily putting themselves at risk for identity theft."

LifeLock® understands the ample identity theft risks associated with spring cleaning and offers the following recommendations for how to best protect PII while cleaning out cabinets, home offices, and garages:

**Your info lives on your hard drive** – Once a computer has crashed or no longer runs the same, many think that dumping it at the curb or donating it to a second-hand store is the answer. Unfortunately, even if you delete files or format your hard drive, your personal data will not always be erased. According to WhiteCanyon Software, specializing in permanent deletion technology, a recent study of only 129 old hard drives (many of them formatted) revealed more than 5,000 credit card numbers, medical correspondences, love letters, pornography, bank account information, and other confidential data. That is why it is important to properly wipe out your hard drive before your computer permanently leaves your residence.

**Lock it up** – Not every document or piece of paperwork containing PII is ready to hit the trash or recycling bins, and those that aren't should be locked up securely in a filing cabinet or safe.

According to the Better Business Bureau:

- deposit, ATM, credit and debit card receipts can all be shredded once the transaction has been verified as legitimate
- canceled checks with no long-term significance can go through the shredder after one year; otherwise, keeping them for seven years is standard protocol
- same scenario applies for credit card and bank account statements
- monthly bill statements can be shredded the year after being received, for comparison purposes
- credit card contracts and loan agreements should be saved for as long as the account is active
- paycheck stubs can be shredded yearly after you file taxes
- consumers with investments should keep documentation of a purchase or sale for as long as they own the investment and then seven years after that
- pay particular attention to anything with your Social Security number, birth date, PIN number or password on it – always shred these items

**Shred, then it's dead** – To be safe, every piece of paper that you are placing in the trash or recycling should be shredded, whether you use a personal home shredding device or take your documents to have them shredded by a shredding service.

FTC-0000547

truck at an onsite event. LifeLock will sponsor two shred-a-thon events this May in Massachusetts and Connecticut.

**Take a proactive approach** – Because no one can stop all identity theft, take the proper precautions and engage a proactive identity theft protection service like LifeLock® to help safeguard your PII. With its recent addition, the LifeLock Identity Alert™ System, LifeLock provides consumers a front line of defense against various identity theft threats, and alerts members when a potential attempt at identity theft has taken place. The service is backed by a \$1 Million Total Service Guarantee (Restrictions apply. See LifeLock.com for details. Due to New York State law restrictions, the LifeLock Service Guarantee cannot be offered to the residents of New York.)

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect them from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

<p><b>Identity Theft 101</b> Understanding identity theft and how it can affect you</p>  <p>▶ <a href="#">Learn more</a></p>	<p><b>How LifeLock Works</b> See why LifeLock is a leader in Identity Theft Protection.</p>  <p>▶ <a href="#">Learn more</a></p>	<p><b>Help Protect Yourself</b> LifeLock's protection for Individuals is secure.</p>  <p>▶ <a href="#">Learn more</a></p>
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## Leader in Identity Theft Protection Offers Free Nationwide Educational Seminars

LifeLock Speakers Series shows how the crime happens and how to help reduce risks

**Tempe, Ariz.** — LifeLock ([www.lifelock.com](http://www.lifelock.com)), the industry leader in proactive identity theft protection, is currently scheduling its free educational program seminars in cities across the United States.

The program, presented through LifeLock's Speakers Series, is targeted toward corporations, associations, universities, libraries, chambers of commerce, civic clubs, and other professional organizations to educate consumers across the U.S. The Speakers Series program administers the scheduling, complete travel accommodations, and marketing materials for all participating groups.

The Series' signature presentation focuses on some of the myths and truths of identity theft, a regional snapshot of the crime, the latest scams implemented by thieves to steal consumers' identities, and a look at the many options available to consumers that help protect them and their family members from becoming victims. The informative presentation is delivered by a recognized expert, many of whom are certified experts in the field of identity theft protection.

"The LifeLock Speakers Series provides the vital information necessary to prepare consumers in the fight against identity theft," said Mike Prusinski, LifeLock Senior Vice President of Corporate Communications. "This free program uniquely positions us to educate and connect with a variety of consumer groups in a meaningful way that otherwise may not be available."

Customized to fit the needs of the audience demographic and geological area, the Speakers Series program is becoming a popular program for senior citizens and young adults, two of the most vulnerable populations for identity theft.

"Our identity theft protection expert informed us about the dangers of identity theft while empowering us to take action and protect our good names," said Mary Bennett, Vice President of the Bridgewater Women's Club in Bridgewater, N.J. "As senior women, we all benefitted from the information that was shared."

Parties interested in scheduling a free seminar should visit <http://www.lifelock.com/about-us/about-lifelock/lifelock-speaker-series>, or email [speakerrequest@lifelock.com](mailto:speakerrequest@lifelock.com), or call 480-457-2032.

### About LifeLock

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Understanding identity theft and how it can affect you



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## LifeLock Receives a Best-in-Class 5-star Rating from TopConsumerReviews.com

Industry leader in proactive identity theft protection awarded highest five-star rating

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the industry leader in proactive identity theft protection, was recently awarded the highest five-star rating available from TopConsumerReviews.com.

"We are honored to receive TopConsumerReviews.com's highest rating," said Todd Davis, LifeLock Chairman and CEO. "It is very well documented that millions of people become victims of identity theft every year. Once victimized, it can take months or even years to restore a person's finances and credit. At LifeLock we work hard to help stop the abuse before it ever occurs. We are committed to offering the best service and the best value to our members and are proud to be recognized for our efforts in helping to protect consumers."

There are a variety of ways in which identity thieves can steal consumers' personal information. From dumpster diving—sifting through trash to find bills and credit card statements—to stealing credit and debit card numbers, to more tech-savvy methods such as "phishing," a determined identity thief has nearly unlimited options.

"LifeLock works by helping to protect consumers' personally identifiable information from unauthorized access, as well as from abuse and misuse of that information should the data become compromised or stolen," explained Brian Dolezal, of TopConsumerReviews.com. "LifeLock is the best identity theft protection program we have found. Available for individuals, families and businesses, LifeLock offers the most comprehensive protection for a very low cost."

To find out more about LifeLock® service, visit [www.lifelock.com](http://www.lifelock.com). To see the review and comparison rankings conducted by TopConsumerReviews, visit the Identity Theft category of TopConsumerReviews.com at <http://www.topconsumerreviews.com/identity-theft>.

### About LifeLock

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### About TopConsumerReviews.com

TopConsumerReviews.com is a leading provider of independent reviews and rankings of hundreds of consumer products and services. From home security systems and dating services, to website spokespeople and debt consolidation, TopConsumerReviews.com delivers in-depth product evaluations in order to make your purchasing decision easier.

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## LifeLock Named As Finalist in 2010 American Business Awards

8th annual Stevie® Awards will be presented on June 21 in New York City

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the leader in proactive identity theft protection, was named a Finalist today in 27 categories in The 2010 American Business Awards.

The American Business Awards are the nation's premier business awards program. All organizations operating in the U.S.A. are eligible to submit entries – public and private, for-profit and non-profit, large and small.

This year's Stevie Award winners will be announced during the annual gala on Monday, June 21 at the Marriott Marquis Hotel in New York City. More than six-hundred executives from across the U.S.A. are expected to attend. The event will benefit Oceana ([oceana.org](http://oceana.org)), the largest international organization focused on ocean conservation. The ceremonies will be broadcast on radio nationwide by the Business TalkRadio Network.

More than 2,700 entries from organizations of all sizes and in virtually every industry were submitted for consideration in more than 40 categories. LifeLock will be competing in the Most Innovative Company of the Year, Fastest-Growing Company of the Year, and Corporate Social Responsibility Program of the Year categories, as well as in 24 other categories with a total of 33 finalist nominations.

"To be recognized as finalists in so many great categories is an honor for LifeLock and a tribute to our employees," said Todd Davis, LifeLock Chairman and CEO. "This is the third straight year that we have been recognized by the American Business Awards, and as a company striving for world-class products and service, it's something that validates we are moving in the right direction."

Members of the Awards' Board of Distinguished Judges & Advisors and specialized final judging committees will select Stevie Award winners from among Finalists in final judging that will continue through May 28. Finalists were chosen by business professionals nationwide during preliminary judging in April and May.

Details about The American Business Awards and the list of Finalists in all categories are available at [www.stevieawards.com/aba](http://www.stevieawards.com/aba).

### About LifeLock

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### About The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at [www.stevieawards.com](http://www.stevieawards.com).

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Understanding identity theft and how it can affect you



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## LifeLock Ranks #1 by TopTenREVIEWS: Identity Theft Protection Leader Receives Gold Award

Industry leader "lives up to their agreement and provides a good service"

**Tempe, Ariz.** — The identity theft protection industry continues to increase in protection options in order to best help consumers guard against this crime. TopTenREVIEWS, an online review service that compares various consumer products and services, providing consumers with the information they need to make a smart purchase, ranks LifeLock as the #1 service in the Identity Theft Protection Services Products category, earning LifeLock the Gold Award.

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the industry leader in proactive identity theft protection, works to help protect consumers from the growing crime of identity theft through its various service offerings, designed to safeguard members' personally identifiable information. TopTenREVIEWS considers some of LifeLock's "standout features" to be the LifeLock Identity Alert™ System, Reduced Credit Card Offers, and the company's \$1 Million Total Service Guarantee.

According to TopTenREVIEWS, "LifeLock provides a great service from a solid company. Though they have gotten a lot of adverse media attention, they live up to their agreement and provide a good service to a large number of satisfied customers."

"We are honored to be considered by TopTenREVIEWS as the #1 identity theft protection service," said LifeLock Chairman and CEO Todd Davis. "LifeLock is working daily to help stop identity thieves from profiting by using members' sensitive, personal information. We are committed to our mission to help protect all things personal for our members through providing the most robust protection."

LifeLock Identity Alert™ System offers broader identity coverage, greater control, and early notification of both credit and non-credit related identity threats by searching more than 45 million data points daily and 30 million consumer transactions each month. This advanced detection system can identify fraudulent applications for many forms of both credit and non-credit related services. These include many retail credit cards, mortgage loans, and auto loans, as well as non-credit related transactions, such as wireless services, utilities, peer to peer loans, and non-credit related payday loans.

LifeLock works to help stop identity theft before it happens by taking proactive measures to help reduce the risk for its members. LifeLock requests that members' names be removed from pre-approved credit card offer mailing lists. This helps to reduce the possibility of someone rifling through members' mail and stealing valuable, personal information.

In addition, if a LifeLock member becomes a victim of identity theft because of some failure or defect in the LifeLock® service, the member should contact LifeLock directly and the company will act on the member's behalf to repair any damage. LifeLock will spend up to \$1 million to hire lawyers, investigators, consultants and whatever else it takes to restore the member's name and help the individual recover the direct losses that result from the identity theft. (Restrictions apply. See [lifelock.com](http://lifelock.com) for details. Due to New York State law restrictions, the LifeLock \$1 Million Total Service Guarantee cannot be offered to the residents of New York.)

LifeLock members can also receive LifeLock Command Center™ Service, a relatively new product offering, for a small additional fee above the basic LifeLock service. LifeLock® services help protect members from misuse or inaccurate representation of consumers' personally identifiable information (PII) across various databases and files. LifeLock Command Center includes the basic LifeLock services with the extra benefits of the LifeLock Identity SDS™ (Search, Detect, Secure) System and LifeLock Personal Breach Detection™ Service. LifeLock Identity SDS helps to alert members to potential identity threats by monitoring the Internet and non-credit related sources, including but not limited to payday loans, public records and court records for PII. LifeLock Personal Breach Detection actively monitors peer-to-peer file sharing networks, such as LimeWire and BearShare, for potential breaches of PII.

### About LifeLock

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LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

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## LifeLock Partners With Folds Of Honor Foundation

Provides Scholarships To Families Of Disabled Or Fallen Soldiers

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) announced the company's support for Folds of Honor Foundation, an organization dedicated to providing post-secondary education scholarships for individuals from families of disabled or fallen soldiers.

"LifeLock has a long history of supporting our military, however this will be the first time we have done something to support soldiers' families," said Steve McGrady, LifeLock Senior Vice President of Strategic Partnerships. "Through this partnership LifeLock will have the opportunity to not only affect the lives of individuals whose family members fought to protect our country, but also, educate others about how identity theft can hit anyone at anytime, including the men and women serving our country every day. We are proud to be able to offer our support to this great organization."

LifeLock will actively promote the partnership with Folds of Honor Foundation through its national Speakers Series and law enforcement seminars. The company will also drive recognition through two motorsports events, held at Michigan International Speedway in June, as well as the LifeLock.com 400 at ChicagoLand Speedway in July. On Memorial Day, May 31, 2010, LifeLock will attend the Patriot Cup Event in Tulsa Oklahoma and transform their website by featuring the stories of service members whose lives were changed by war and will honor their sacrifice by donating \$50 to Folds of Honor for every new annual LifeLock® membership enrolled through this promotion.

"As an organization, LifeLock shares the same vision and values as Folds of Honor. The support from the Memorial Day program will continue to allow us to advance our mission of making sure that no man, woman or child is left behind when it comes to educating the families of our true American heroes," said Major Ed Pulido, Vice President, Folds of Honor Foundation and Edmond, Oklahoma resident.

Folds of Honor Foundation was founded in 2007 and has primarily been funded through Patriot Golf Day. Each year, golf facilities around the country host fundraising events over Memorial Day weekend to benefit Folds of Honor. To date, the organization has raised more than \$5 million through Patriot Golf Day and has awarded nearly 1,000 scholarships.

### About LifeLock

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### About Folds of Honor Foundation

The Folds of Honor Foundation is a 501(c)(3) charitable organization that provides post-secondary educational scholarships for children and spouses of military service men and women killed or disabled while serving our great nation. Visit [FoldsofHonor.com](http://FoldsofHonor.com) for more information.

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Understanding identity theft



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<p>and how it can affect you</p>  <p>▶ <a href="#">Learn more</a></p>	<p>leader in Identity Theft Protection.</p>  <p>▶ <a href="#">Learn more</a></p>	<p>Individuals is secure.</p>  <p>▶ <a href="#">Learn more</a></p>
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## LifeLock And Norton From Symantec Support Celebrity Apprentice Contestant Summer Sander With Donation To "Right To Play"

Sanders Earns Additional \$50,000 for Charity

**Tempe, Ariz.** — On March 28, 2010, LifeLock was featured on NBC's The Celebrity Apprentice with Right To Play Athlete Ambassador, Summer Sanders, leading her team to victory in a LifeLock/Norton by Symantec challenge. Sanders' team win scored \$20,000 for her charity – Right To Play, and a Donald Trump pronouncement that LifeLock would commit an additional donation of each product sold as a result of the show.

"We were extremely pleased with what the winning team did, and due to the success our company saw from The Celebrity Apprentice, we are proud to make a \$25,000 donation to Summer's charity – Right To Play," said LifeLock Chairman and CEO Todd Davis. "In addition, Norton from Symantec has agreed to match our donation to bring the total to \$50,000, which will make a huge difference in helping Right To Play continue its important work."

During the March 28 episode, Apprentice teams submitted marketing plans to sell a bundled product offering of LifeLock® proactive identity theft protection and Norton 360. Under Sanders' leadership, her team won the challenge, earning \$20,000 for Right To Play. Following her victory as project manager, Sanders was also featured in a media campaign for LifeLock, driving consumers to support Right To Play by enrolling in LifeLock® service.

"I'm so appreciative of LifeLock's contributions to Right To Play," said Sanders. "I had a great time working on their project and am grateful that together we are helping children around the world enjoy the right to play."

"Summer is one of Right To Play's greatest advocates, so we were thrilled when we learned that she was joining this season's cast of The Celebrity Apprentice and even more excited to learn that she had performed so well," said Mario Argote, Deputy National Director of Right To Play – USA. "Right To Play draws support from over 300 world class athletes like Summer whose commitment and passion for our mission helps Right To Play serve 700,000 children across the world on a weekly basis. Athletes like Summer serve as role models to children in need of hope."

### About LifeLock

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### About Right To Play

Right To Play is an international humanitarian organization that uses sport and play programs to improve health, develop life skills, and foster peace for children and communities in some of the most disadvantaged areas of the world. Working in both the humanitarian and development context, Right To Play builds local capacity by training community leaders as Coaches to deliver its programs in 23 countries affected by war, poverty, and disease in Africa, Asia, the Middle East and South America. Founded in 2000, Right To Play is headquartered in Toronto, Canada and has national offices in Canada, Norway, The Netherlands, Switzerland, United Arab Emirates, the United Kingdom, and the United States. The national offices raise funds, build awareness for Right To Play programs and advocate for Sport for Development.

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## Profiles of Honor: Lieutenant Colonel Greg Gadson

Folds of Honor Foundation and LifeLock Applaud Military Service Members

**Tempe, Ariz.** — The Folds of Honor Foundation (FHF), along with LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the industry leader in proactive identity theft protection, applaud Lt. Col. Greg Gadson for his service to his country and recognize his children as recipients of educational scholarships. The scholarships are awarded to spouses or children of fallen, disabled or active duty service members. Though already recognized as a major supporter of FHF, LifeLock will honor service men and women's sacrifices by donating \$50 to FHF for every new annual LifeLock® membership enrolled through this promotion.

Following his 1989 graduation, Gadson saw combat in Operation Desert Shield (Kuwait), Operation Desert Storm (Kuwait/Iraq), Operation Joint Forge (Bosnia/Herzegovina), and Operation Enduring Freedom (Afghanistan). He reached the rank of Lieutenant Colonel and earned numerous decorations for bravery. On May 7, 2007, Gadson was in Iraq as Commander of the 2nd Battalion, 32 Artillery. At about 9:30pm, his vehicle struck a roadside bomb in Baghdad. Gadson's injuries required the amputation of both legs above the knee and a portion of one arm.

Gadson's son and daughter were selected among hundreds of applications to receive the scholarships in June 2009. "I am so grateful that my children, Gabriella and Jaalen, will receive college scholarships from the Folds of Honor Foundation. These scholarships are a tremendous gift that recognizes the sacrifice our families and service members have made," said Gadson.

Over half of all active service members are married with approximately 2.5 dependents per family; average age of each dependent is 8 years old. FHF has made it possible for selected families to have peace of mind knowing that their family member's college education will be paid. The foundation has awarded over 1,000 scholarships in three years, and plans to award 250 throughout 2010 to recipients across the nation. Through partnerships, such as with LifeLock, FHF will be able to continue supporting military families.

LifeLock will actively promote the partnership with FHF through its national Speakers Series program and law enforcement seminars. The company will also drive recognition through two motorsports events, held at Michigan International Speedway in June, as well as the LifeLock.com 400 at ChicagoLand Speedway in July. On Memorial Day, May 31, 2010, LifeLock will be present at the Patriot Cup Event in Tulsa, Oklahoma and transform the LifeLock Web site by featuring personal stories of service members whose lives were changed by war. The company will honor the service men and women's sacrifices by donating \$50 to FHF for every new annual LifeLock® membership enrolled through this promotion.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

### About Folds of Honor Foundation

The Folds of Honor Foundation is a 501(c)(3) charitable organization that provides post-secondary educational scholarships for children and spouses of military service men and women killed or disabled while serving our great nation. Visit [FoldsofHonor.com](http://FoldsofHonor.com) for more information.

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## Profiles of Honor: Staff Sergeant Heath Calhoun

Folds of Honor Foundation and LifeLock Applaud Military Service Members

**Tempe, Ariz.** — The Folds of Honor Foundation (FHF), along with LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the industry leader in proactive identity theft protection, applaud Retired Staff Sergeant Heath Calhoun for his service to his country and recognize his children as recipients of educational scholarships. These scholarships are awarded to spouses or children of fallen, disabled or active duty service members. Though already recognized as a major supporter of FHF, LifeLock will honor service men and women's sacrifices by donating \$50 to FHF for every new annual LifeLock® membership enrolled through this promotion.

After completing high school in 1997 and an associate's degree in 1999, Calhoun followed in the footsteps of his father and grandfather by enlisting in the US Army. He received his infantry and Airborne Ranger training at Fort Benning, Georgia, and then went to Iraq as a Staff Sergeant with the 101st Airborne. On November 7, 2003, Calhoun's Humvee was hit by a rocket-propelled grenade in Mozul, Iraq. His injuries resulted in the loss of both legs above the knee.

Calhoun's three children were selected among hundreds of applications to receive the scholarships in March 2010. "Rehabilitation was long and at times discouraging. I am so grateful that my children were selected as scholarship recipients from the Folds of Honor Foundation," said Calhoun. "It takes a huge burden off my wife and me, knowing that they will have the opportunity to further their education."

Over half of all active service members are married with approximately 2.5 dependents per family; average age of each dependent is 8 years old. FHF has made it possible for selected families to have peace of mind knowing that their family member's college education will be paid for. The foundation has awarded over 1,000 scholarships in three years, and plans to award 250 throughout 2010 to recipients across the nation. Through partnerships, such as with LifeLock, FHF will be able to continue supporting military families.

LifeLock will actively promote the partnership with FHF through its national Speakers Series program and law enforcement seminars. The company will also drive recognition through two motorsports events, held at Michigan International Speedway in June, as well as the LifeLock.com 400 at ChicagoLand Speedway in July. On Memorial Day, May 31, 2010, LifeLock will be present at the Patriot Cup Event in Tulsa, Oklahoma and transform the LifeLock Web site by featuring personal stories of service members whose lives were changed by war. The company will honor the service men and women's sacrifices by donating \$50 to FHF for every new annual LifeLock® membership enrolled through this promotion.

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## Profiles of Honor: Chief Warrant Officer Erik Mounsey

Folds of Honor Foundation and LifeLock Applaud Military Service Members

**Tempe, Ariz.** — The Folds of Honor Foundation (FHF), along with LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), the industry leader in proactive identity theft protection, applaud fallen soldier Chief Warrant Officer Erik Mounsey for his service to his country and recognize his daughter Natasha Mounsey as the recipient of an educational scholarship. The FHF scholarships are awarded to spouses or children of fallen, disabled or active duty service members. Though already recognized as a major supporter of FHF, LifeLock will honor service men and women's sacrifices by donating \$50 to FHF for every new annual LifeLock® membership enrolled through this promotion.

Chief Warrant Officer Mounsey was on his third tour in Iraq when his and another helicopter were shot down, killing all 26 on board. Daughter, Natasha was awarded the scholarship in June 2009 and is currently a freshman at California State University Northridge. She is working on a Bachelor of Arts degree in 2-D and 3-D Animation. Natasha was recognized on the Dean's List in both of her first two college semesters.

"This scholarship has lessened the burden of tuition costs on my mother and I. Already, it has encouraged me to succeed and prove to myself that I am capable of being independent in the future. My father would definitely be proud. Education was very important to him and he always wanted me to attend college," said Natasha.

Over half of all active service members are married with approximately 2.5 dependents per family; average age of each dependent is 8 years old. FHF has made it possible for selected families to have peace of mind knowing that their family member's college education will be paid for. The foundation has awarded over 1,000 scholarships in three years, and plans to award 250 throughout 2010 to recipients across the nation. Through partnerships, such as with LifeLock, FHF will be able to continue supporting military families.

LifeLock will actively promote the partnership with FHF through its national Speakers Series program and law enforcement seminars. The company will also drive recognition through two motorsports events, held at Michigan International Speedway in June, as well as the LifeLock.com 400 at ChicagoLand Speedway in July. On Memorial Day, May 31, 2010, LifeLock will be present at the Patriot Cup Event in Tulsa, Oklahoma and transform the LifeLock Web site by featuring personal stories of service members whose lives were changed by war. The company will honor the service men and women's sacrifices by donating \$50 to FHF for every new annual LifeLock® membership enrolled through this promotion.

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## Profiles of Honor: Corporal Brock Bucklin

Folds of Honor Foundation and LifeLock Applaud Military Service Members

**Tempe, Ariz.** — The Folds of Honor Foundation (FHF), along with LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), an industry leader in proactive identity theft protection, applaud Corporal Brock Bucklin for serving his country. Corp. Bucklin was fatally injured in the line of duty, and because of Bucklin's major sacrifice, FHF awarded his four-year-old son, Jacob, as the first recipient of the FHF educational scholarship, an opportunity granted to spouses or children of fallen or disabled service members. On July 4, 2010, major FHF supporter LifeLock will donate \$50 to FHF for every new adult annual LifeLock® membership enrolled, in honor of Bucklin and the many men and women who have served in the U.S. Armed Forces.

Corp. Bucklin followed his twin brother Brad into the Army in August 2004 with a goal of attending Officer Candidate School and making the Army his career. In December 2005, Brock was deployed to Iraq as a specialist in the 1st Battalion, 68th Armored Regiment where he was often assigned to help set up and maintain communications. On May 31, 2006, at the age of 28, Bucklin was assisting civilian contractors in towing a vehicle near Baqubah, Iraq, when one of the towing chains snapped, striking Bucklin in the neck and fatally injuring him. Brock and Brad had made a promise that if anything ever happened to either of them while serving their nation, the surviving sibling would escort his brother home and carry him off the plane. On the night of June 6, 2006, Brad accompanied Brock on his final flight from Dover Air Force Base to Grand Rapids, Michigan. The Bucklin family and son, Jacob, stood on the tarmac as Corp. Bucklin was carried home.

"It was good to know that something good came from this," said Brock's father, Buck Bucklin. "There are a lot of other sons, a lot of other daughters who did not come home... I know that my son would be extremely proud."

FHF has made it possible for selected families to have peace of mind knowing that their family member's college education will be paid for. The foundation has awarded over 1,000 scholarships in three years, and plans to award 250 throughout 2010 to recipients across the nation. Through partnerships, such as with LifeLock, FHF will be able to continue supporting military families.

LifeLock will actively promote the partnership with FHF through its national Speakers Series program and law enforcement seminars. The company will also drive recognition through the LifeLock.com 400 at Chicagoland Speedway in July. On Independence Day, July 4, 2010, LifeLock will transform the LifeLock Web site to feature personal stories of service members whose lives were changed by war. The company will honor the service men and women's sacrifices by donating \$50 to FHF for every new adult annual LifeLock® membership enrolled on that day.

### About LifeLock

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### About Folds of Honor Foundation

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## Profiles of Honor: Private First Class Zaneta Adams

Folds of Honor Foundation and LifeLock Applaud Military Service Members

**Tempe, Ariz.** — The Folds of Honor Foundation (FHF), along with LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), an industry leader in proactive identity theft protection, applaud Retired Private First Class Zaneta Adams for her service to her country and recognize her children as recipients of FHF educational scholarships. These scholarships are awarded to spouses or children of fallen or disabled service members. Though already recognized as a major supporter of FHF, LifeLock will honor former service men and women's sacrifices by donating \$50 to FHF for every new adult annual LifeLock® membership enrolled on July 4, 2010.

PFC Adams enlisted in the U.S. Army in 1998 and enjoyed her service, which included assignments in emergency-dispatch and drug-enforcement at Ft. Huachuca, AZ. While preparing for deployment to Iraq in February 2005, PFC Adams was involved in an accident which seriously injured her back. She underwent surgery and rehabilitation at Ft. Seward, GA, in hopes of joining her unit in Iraq but was unable to return to duty. After leaving the Army in January 2006, PFC Adams worked various jobs but was ultimately unable to continue working due to her injuries.

PFC Adams' six children were selected to receive the future-use scholarships when they are old enough. "I truly believe the Folds of Honor scholarship program takes the weight off soldiers' minds when they are injured and having to take care of their children. I know now that whatever happens to me, my children will be taken care of," said Adams.

FHF has made it possible for selected families to have peace of mind knowing their family members will have significant support to pursue higher education. The foundation has awarded over 1,000 scholarships in three years, and plans to award 250 throughout 2010 to recipients across the nation. Through partnerships, such as with LifeLock, FHF will be able to continue supporting military families.

LifeLock will actively promote the partnership with FHF through its national Speakers Series program and law enforcement seminars. The company will also drive recognition through the LifeLock.com 400 at Chicagoland Speedway in July. On Independence Day, July 4, 2010, LifeLock will transform the LifeLock Web site to feature personal stories of service members whose lives were changed by war. The company will honor the service men and women's sacrifices by donating \$50 to FHF for every new adult annual LifeLock® membership enrolled on that day.

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### About Folds of Honor Foundation

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## National Internet Safety Month Shines Light on Digital Identity Thieves

LifeLock Provides Consumers with Solutions to Reduce Online Threats

**Tempe, Ariz.** — The United States Senate has passed a resolution declaring the month of June National Internet Safety Month and LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), an industry leader in proactive identity theft protection, is educating consumers about potential online identity theft threats.

Throughout the month of June, internet safety organizations, law enforcement, educators and others are encouraged to amplify their efforts to raise the awareness level of the potential threats that lurk online, including the potential threats of identity theft.

"Every day there are millions upon millions of consumers around the world using peer-to-peer file sharing networks to download or share movies, software or other documents over the Internet," said Todd Davis, Chairman and CEO of LifeLock. "Identity thieves are using these same networks to peer into computers and access files like tax returns that contain the personally identifiable information of consumers, potentially putting unknowing consumers at risk for identity theft. It's in the best interest of consumers everywhere to uninstall file-sharing programs to lessen their vulnerabilities."

Users of file-sharing networks can inadvertently expose the contents of entire hard drives containing personal information to others on the network. By simply searching for specific keywords, identity thieves are able to access and download personal information of thousands upon thousands of individuals. Footage from The Today Show February 26, 2009 demonstrated the dangers of these networks. They found an astounding 25,800 student loan applications, more than 150,000 tax returns, and nearly 626,000 credit reports, all made easily accessible on file-sharing networks.

In addition, many consumers are not aware of the ways in which the people they trust with their personal information store that information or keep it private, such as doctors or employees of financial institutions. According to a Washington Post article published February 23, 2010, the Federal Trade Commission warned nearly 100 organizations, including companies, schools, and local governments, that the personal information of their customers and/or employees had been leaked onto file-sharing networks. The information found included Social Security numbers, health information, and drivers' licenses.

As a trusted leader in identity theft protection, LifeLock is the only U.S. based company to offer peace of mind with an identity theft solution that helps detect personal information breaches via peer to peer file-sharing networks and provides closed-loop resolution. Now, with LifeLock Command Center™ membership, LifeLock provides a comprehensive service that helps put a stop to these online data breaches. This exclusive service uses the latest advancements in technology to actively search file-sharing networks worldwide for consumers' personal information.

LifeLock alerts members to many other potential identity theft threats, patrols over 10,000 criminal Web sites for the illegal selling of personal information, helps cancel or replace the contents of a lost or stolen wallet (excludes pictures, cash, and other monies), and more, giving consumers peace of mind 24 hours a day, seven days a week.

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## LifeLock and Phoenix Mercury Launch Ultimate WNBA Road Trip Sweepstakes

LifeLock & Phoenix Mercury Launch 'Ultimate WNBA Road Trip' Sweepstakes

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), an industry leader in proactive identity theft protection, and the Phoenix Mercury work together to promote identity theft protection to the Mercury's loyal fan base, and will utilize the "Ultimate WNBA Road Trip" Sweepstakes to encourage fans to better protect their personal information.

The Ultimate WNBA Road Trip Sweepstakes, running from June 1 - July 15, 2010, will entitle one lucky sweepstakes winner to a trip for two to attend a WNBA game of choice between August 1 - August 22, 2010. In addition, the winner will receive round-trip airfare for two, hotel accommodations for two nights, and \$500 spending money. Sweepstakes participants will also have an opportunity to enroll in LifeLock® service at a discounted rate, and receive a 60-day money back guarantee, as well as a free document shredder. (Restrictions apply. See [www.wnba.com/ultimateroadtrip](http://www.wnba.com/ultimateroadtrip) for details.)

"This new promotion is a great way to drive continued support of the WNBA," said Diana Taurasi, Mercury guard and three-time WNBA All-Star. "I know I speak on behalf of our team when I thank LifeLock for believing in us and supporting our organization. This partnership recognizes the value of our game and the power of our incredible fans, and also pushes fans to better protect themselves from the growing crime of identity theft."

In 2009, LifeLock and the Phoenix Mercury entered a multi-year marketing partnership to launch the first-ever branded jersey in WNBA or NBA history. Highlighting the innovative alliance is the appearance of the LifeLock name on the front of Phoenix Mercury's player jerseys and on warm-up suits. The Mercury and LifeLock were the first to finalize such an agreement following the WNBA's decision to make the unique opportunity available for its teams and sponsors.

Interested WNBA fans can enter to win by visiting [www.wnba.com/ultimateroadtrip](http://www.wnba.com/ultimateroadtrip). The sweepstakes winner will be chosen July 23, 2010.

### About LifeLock

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### About the Phoenix Mercury

The Phoenix Mercury has been providing affordable and entertaining basketball in the Valley for 13 seasons. Lower-level tickets for the season are still available for as little as \$10 a game and can be purchased on [phoenixmercury.com](http://phoenixmercury.com) or by calling 602-252-WNBA.

### About the WNBA

The WNBA is a unique global sports property combining competition, sportsmanship, and entertainment value with its status as an icon for social change, achievement, and diversity. Now preparing for its 14th season, the WNBA is the most successful women's team sports league in the world. The 2009 regular season featured increased attendance for the third consecutive year and increased viewership on ESPN2 for the second straight summer. Average viewership on ESPN2 jumped 76 percent from the previous year for the 2009 WNBA Finals presented by Adidas. The five-game series also

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featured three sellouts plus the highest total attendance figure (82,018) in WNBA history. Through WNBA Cares, the WNBA is deeply committed to creating programs that improve the quality of life for all people, with a special emphasis on programs that promote a healthy lifestyle and positive body image, increase breast and women's health awareness, support youth and family development, and focus on education. For more information on the WNBA, log on to [www.wnba.com](http://www.wnba.com).

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## QDI Wireless Brings LifeLock® Identity Theft Protection to Customers

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), a leader in proactive identity theft protection, has partnered with QDI Wireless, one of the fastest growing distributors of wireless and related products and services in the nation. The partnership will offer QDI retailers and their customers a way to help safeguard personally identifiable information (PII). LifeLock® service will be available to QDI customers at a discounted rate.

"Every day, LifeLock is working to align with organizations that have consumer protection and the consumer's best interests in mind," said Steve McGrady, LifeLock Senior Vice President of Strategic Partnerships. "As technology evolves, consumers are looking for convenience and protection wrapped in one. This partnership offer provides the solution they are looking for."

QDI, a wholesale distributor to independent wireless retailers, provides dealers with the necessary support to be successful. Beginning July 1, 2010 a special retail offer from LifeLock will be available in 100 QDI dealer locations. An annual membership for LifeLock® identity theft protection service will be available at a discounted rate to QDI customers.

"We are very excited to introduce this new opportunity to provide our retailers and their customers with the LifeLock identity theft protection product," said Bill Abbott, President of QDI. "We feel this is a perfect fit with the products, services and customers we cater to."

LifeLock selects partners that will collaborate in educating their customers, members and employees on the crime of identity theft, while also offering them a unique service that helps proactively protect each individual from identity theft. LifeLock's reach extends across the country to membership organizations such as AAA clubs, nonprofit organizations such as the National Organization for Victim Assistance® (NOVA), and even major retailers.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by AlwaysOn to the Top Global Company 250 list, by Arizona Corporate Excellence as Arizona's Fastest Growing Company, and most recently by the American Business Awards as having the Best New Product or Service of the Year for the LifeLock Identity Alert™ system.

### About QDI

QDI, LLC is one of the fastest growing distributors of wireless and related products and services in the nation. QDI is committed to the success of its nationwide independent retail partners, providing them with a wide variety of revenue generating initiatives. To find out more about our QDI retail partners or products and services we offer, please visit us at .

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## Reader's Digest Association Better Protects Customers with Leading Identity Theft Protection

Reader's Digest Association customers to receive LifeLock® service at discounted rate

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), a leader in proactive identity theft protection, has partnered with Reader's Digest Association (RDA) to offer their customers a way to help safeguard their personal information from savvy identity thieves. RDA is committed to the well-being and peace-of-mind of its customers, and now they can receive LifeLock® identity theft protection membership at a discounted rate.

"Consumers searching for information that can better their lives look to publishers like Reader's Digest Association to provide just that," said Steve McGrady, Senior Vice President of Strategic Partnerships. "Consumers looking for a proactive solution for identity theft look to LifeLock. This alignment gives us the opportunity to educate more consumers about how they can better protect their personal information and help to avoid becoming the next victim."

RDA aims to educate, entertain and connect audiences around the world. With this partnership, LifeLock and RDA will work together to reach approximately one million RDA customers who will have the added benefit of receiving LifeLock® service at a discounted rate.

Denise Richardson, consumer advocate, Certified Identity Theft Risk Management Specialist, and victim of identity theft, believes that the dangers of identity theft are increasing. "We are seeing a much more tech savvy set of thieves," Richardson says. "Not only is our personal information required to be in more physical and electronic places, but the people who want to steal that information are finding new and harder-to-trace methods of acquiring it." What consumers can do, she says, is try to stay ahead of the crooks. "Information is our most powerful weapon in this fight. Learning how to better protect our personal data and always being aware of the possibility of a breach are good steps toward stopping identity theft from happening to you."

LifeLock selects partners that will collaborate in educating their customers, members and employees on the crime of identity theft, while also offering them a unique service that helps proactively protect each individual from identity theft. LifeLock's reach extends across the country to membership organizations such as AAA clubs, nonprofit organizations such as the National Organization for Victim Assistance® (NOVA), and even major retailers. This year, Norton from Symantec partnered with LifeLock to provide both on and offline protection to consumers.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by AlwaysOn to the Top Global Company 250 list, by Arizona Corporate Excellence as Arizona's Fastest Growing Company, and most recently by the American Business Awards as having the Best New Product or Service of the Year for the LifeLock Identity Alert™ system.

### About The Reader's Digest Association, Inc.

RDA is a global multi-brand media and marketing company that educates, entertains and connects audiences around the world. The company builds multi-platform communities based on branded content. With offices in 44 countries, it reaches a customer base of 130 million in 78 countries. It publishes 92 magazines, including 50 editions of Reader's Digest, the world's largest paid-circulation magazine, operates 78 branded websites and sells 40 million books, music and video products across the world. Further information can be found at [www.rda.com](http://www.rda.com).

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## LifeLock Wins International Stevie® Award in 7th Annual International Business Awards

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), an industry leader in proactive identity theft protection, has won an International Stevie® Award for Communications Team of the Year in The 2010 International Business Awards. LifeLock received the award primarily for its ongoing work with the FBI Law Enforcement Executive Development Association (FBI-LEEDA) to educate law enforcement officials on the crime of identity theft, by providing law enforcement officials nationwide with the latest information on identity theft trends, new scams, and investigative methods.

The LifeLock and FBI-LEEDA identity theft summits are part of an ongoing nationwide series of free, interactive training sessions. In 2009 alone, the series reached 12 different cities across the country—from Orlando to Detroit to Los Angeles—with more than 1,243 law enforcement officials from 403 different agencies in attendance.

The International Business Awards are the only global, all-encompassing business awards program honoring great performances in business. Nicknamed the Stevie® for the Greek word "crowned," the awards will be presented to winners at a gala dinner on September 27, 2010 at the Ritz-Carlton Hotel in Istanbul, Turkey.

"I am extremely proud of my team and appreciate the sacrifices they have made to create and grow this important program we have with FBI-LEEDA," said Mike Prusinski, Senior Vice President of Corporate Communications for LifeLock. "I'm honored to be surrounded by professionals who truly understand the importance of educating consumers and law enforcement about identity theft, and then efficiently execute programs that increase knowledge and understanding of this global crime."

Additionally, LifeLock was named a Stevie Distinguished Honoree in the following eight categories: Customer Service Department of the Year; Customer Service Team of the Year; Best New Product or Service of the Year (LifeLock Identity Alert™ system); Product Development Team of the Year; Product Development Executive of the Year – Frank Caruana; Most Innovative Company of the Year in North America; Corporate Social Responsibility Program of the Year in North America; and Human Resources Department of the Year.

Recipients of International Stevie Award trophies were selected from more than 1,700 entries received from organizations and individuals in more than 40 countries. Organizations all over the world are eligible to compete in The International Business Awards, and can enter in any of more than 40 categories from Multinational Company of the Year and Best New Product of the Year to Corporate Social Responsibility Program of the Year and Executive of the Year.

Honorees were selected through two rounds of judging by business professionals worldwide.

"Despite the harsh economic climate, entries to the IBAs actually grew a bit this year, and that illustrates the increasing importance of The International Business Awards worldwide," said Michael Gallagher, president of The Stevie Awards, presenters of the IBAs. "We congratulate all of the finalists and International Stevie Awards winners, and we look forward to honoring them for their achievements at our gala awards dinner in Istanbul on 27 September."

Complete lists of honorees and other details are available at .

### About LifeLock

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## About The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at [www.stevieawards.com](http://www.stevieawards.com).

Premier Sponsor of The 2010 International Business Awards is Infogroup. National Sponsors include the Korea Business Communicators Association and the Public Relations Society of India. Supporting sponsor is McCann PR Romania. Localization Partner for the 2010 IBAs is Lionbridge.

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## FBI-LEEDA Welcomes LifeLock as DIAMOND Level Corporate Partner

**Tempe, Ariz.** — FBI Law Enforcement Executive Development Association (FBI-LEEDA) President Don Dixon is pleased to announce a DIAMOND Level Partnership with LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), an industry-leader in identity theft protection.

This is a four year agreement which includes the continuation of the one and two-day identity theft law enforcement summits. In addition, LifeLock will be the named sponsor of the FBI-LEEDA 20th Annual Executive Training Conference, which will be held in Nashville, Tennessee April 18 – 20, 2011. LifeLock will also provide five \$1,000 scholarship awards at each of the next four Annual Executive Training Conferences.

"We never lose sight of the training impact that the two organizations have had, and are continuing to have, on law enforcement nationwide, and how this would not be possible without the corporate responsibility to give back to the community that LifeLock has exhibited," stated Dixon.

LifeLock CEO Todd Davis adds, "We are extremely proud of our relationship with FBI-LEEDA and the identity theft training we offer to law enforcement. By providing a better understanding of how criminals obtain personal information and how that information can be used, we've greatly improved the chances of arrests being made. This partnership is a perfect fit."

### About LifeLock

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## Colleges Nationwide Breach Students' Sensitive Information

Since July 2009, more than 1 million students, alumni, and faculty have reportedly been affected

**Tempe, Ariz.** — Personally identifiable information (PII) is arguably a consumer's most valuable possession, and LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), an industry leader in proactive identity theft protection, aims to continuously educate consumers on the best ways to protect PII. College students nationwide can be especially vulnerable to identity theft because they often give out PII; some universities have even been known to use a student's Social Security number (SSN) as their student identification number, sometimes displayed on a student ID card. Over the last year, Privacy Rights Clearinghouse (PRC) estimates that more than one million students, alumni and faculty have been affected by a data loss, or breach, of personal information.

Since July 2009, an estimated 72 breaches in 30 states have been reported, according to PRC. PRC's Web site shows that in approximately 88 percent of these instances, a student or individual's SSN was exposed. A number of the listed breaches on Privacy Rights Clearinghouse's Web site do not specify the number of affected individuals, implying that this number could actually be higher.

"When I received a letter in the mail stating that my university had breached my personal information, I honestly didn't know what I was supposed to do," said Melinda Smith, an alumnus of a large university in Iowa. "I felt overwhelmed knowing that my information was out there and I had no way to know who might have their hands on it."

Personal information can be breached in various ways, including hackers gaining unlawful access to computer files containing student information (even SSNs), or a dishonest or disgruntled university employee obtaining computer files containing sensitive records and then selling the records to savvy identity thieves.

It is recommended that individuals who have been informed of a potential breach of PII should:

- Do your research – find out what information has been compromised. This will help you identify the risks associated and the best next steps.
- Utilize an ID theft protection service – Services such as LifeLock can help you identify if there is a problem and protect your good name so you don't have to worry. The advanced LifeLock Command Center™ protection suite offers members LifeLock Personal Breach Detection™ service, which actively monitors unregulated global networks for your identity information. If we find you are at risk, we'll alert you by e-mail and help protect you against accidental personal information disclosures, not just from your personal computer, but many other computers that may store your personal information and participate in peer-to-peer file-sharing.
- Place a fraud alert – Contact one of the three credit bureaus to place a fraud alert on your credit. You will only need to contact one, and then that bureau will contact the other two on your behalf. With a fraud alert in place, creditors should be notified that you are concerned about identity theft when they receive a new application, helping to stop the extension of credit in your name to a thief.
- Repeat as needed – You can renew your fraud alert every 90 days. It is important to note that you will need to renew in order for it to stay in effect. (You may also remove a fraud alert at any time.)
- Request your free credit report – Do this as soon as possible so that you are able to see evidence of an identity theft appear on your credit report, should one exist.

Universities or colleges nationwide looking to educate faculty and students on how to better protect their personal information and help avoid PII from being breached can take advantage of the LifeLock Speakers Series program. The Speakers Series is a free educational program targeted toward schools, businesses, and other organizations. For more information or to schedule a Speakers Series presentation, please visit the Free Identity Theft Education page on [lifelock.com](http://lifelock.com).

## About LifeLock

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## Governor Signs Identity Theft Awareness Week Proclamation

Brewer urges Arizona citizens to educate themselves about identity theft

**Tempe, Ariz.** — Arizona Governor Jan Brewer announced today a proclamation declaring August 16 – 20, 2010 Identity Theft Awareness Week for the state of Arizona. The proclamation, proposed by the FBI Law Enforcement Executive Development Association (FBI-LEEDA), and supported in full by LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), a leader in proactive identity theft protection, comes at a time when the Federal Trade Commission (FTC) ranks Arizona 2nd in identity theft nationwide. In conjunction with Gov. Brewer urging citizens to better educate themselves about identity theft and ways to protect their personal information, LifeLock and FBI-LEEDA are sponsoring their first-ever advanced two-day identity theft summit for law enforcement August 17 – 18, 2010.

Increased identity theft awareness is important not only for consumers but for law enforcement officials who are working daily to combat the crime and put thieves behind bars. In an effort to further educate Arizona law enforcement, LifeLock and FBI-LEEDA are sponsoring the advanced two-day summit Tuesday, August 17 and Wednesday, August 18. Hosted by Chief Alan G. Rodbell and the Scottsdale Police Department, the two-day training course will provide local and statewide law enforcement officials from Arizona with the latest information on identity theft trends, new scams, and investigative methods.

"We are eager to sponsor our first advanced two-day identity theft summit right here in our home state of Arizona, and applaud the Scottsdale Police Department for hosting it," said Todd Davis, LifeLock Chairman and CEO. "In a state which unfortunately ranks 2nd in the nation for the number of identity theft complaints reported by residents, it is absolutely critical we help our law enforcement officials understand the most current trends of this crime, and provide an interactive setting for them to share field experiences with one another. During Identity Theft Awareness Week, we hope more individuals will recognize identity theft as the serious crime that it is."

The advanced course will provide law enforcement participants with hands-on experience with the various tools currently being used by identity thieves. Participants will hear from law enforcement officials, local prosecutors, as well as experts in the field of peer-to-peer networking.

As part of an ongoing nationwide series of free, interactive training sessions offered through a partnership between LifeLock and FBI-LEEDA, the summit will help to increase law enforcement's knowledge base on this crime. Since October 2008, LifeLock and FBI-LEEDA have reached 27 different cities across the country—from Orlando to Detroit to Los Angeles—with the initial one-day program. To date, that course has reached approximately 2,600 law enforcement officials from more than 850 different agencies.

"We are excited to be a part of this program and to have the opportunity to further educate our law enforcement – the men and women who work on the front lines everyday to protect citizens and provide justice for those who have been victimized," said Chief Rodbell. "The importance of this initiative is tremendous. With so many facets, identity theft is ever-changing, and we need these types of educational efforts to be made in order to increase the knowledge base of this crime and protect more people from becoming victims."

According to Javelin Strategy & Research's "2010 Identity Fraud Survey Report," an estimated 11.1 million Americans were victim of identity fraud last year. This is up from an estimated 9.9 million victims in 2009. The same report states that the number of arrests made in 2009 doubled from the previous year, to 12 percent. The FTC received 31,141 complaints of identity theft and identity fraud from Arizona residents in 2009.

Details for the Advanced Two-Day Identity Theft Summit:

- The Scottsdale, Ariz. area summit will be held from 8 a.m. to 4:30 p.m. on Tuesday, August 17 and Wednesday, August 18 at Coventry Health, 4141 N. Scottsdale Rd., Scottsdale, AZ 85251.

If you are a law enforcement official interested in attending the identity theft summit, register by visiting the FBI-LEEDA [www.fbi-leeda.com](http://www.fbi-leeda.com) (FTC-0000585)

Web site at [www.leedafbi.org](http://www.leedafbi.org) or contact LifeLock Educational Programs Manager Paige Pedersen at 480-457-2108 or [paige@lifelock.com](mailto:paige@lifelock.com). The advanced two-day summit is free and open to chiefs, sheriffs, investigative supervisors, fraud unit investigators, patrol officers and community policing personnel. Officials of all experience levels in investigating identity theft crimes are encouraged to attend.

### About LifeLock

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## LifeLock Receives Top Ten Ranking on Inc. Magazine's Inc. 500 List

Identity theft protection leader ranks 8th as one of nation's fastest-growing private companies

**Tempe, Ariz.** — Inc. magazine today ranked LifeLock ([www.lifelock.com](http://www.lifelock.com)), an industry leader in proactive identity theft protection, 8th on its 29th Annual Inc. 500 List, an exclusive ranking of the nation's fastest-growing private companies. In addition, LifeLock is recognized as #1 in the Inc. 500's Security category. The list represents the most comprehensive look at the most important segment of the economy—America's independent-minded entrepreneurs. Companies such as Microsoft, Visa, Zappos, GoDaddy, Under Armour, Jamba Juice, American Apparel, Oracle, and hundreds of other powerhouses gained early exposure as members of the Inc. 500.

"This is an enormous milestone in the history of our organization," said Todd Davis, LifeLock Chairman and CEO. "I truly see this recognition as a testament to our employees' never ending commitment to provide consumers with the means necessary to help fight the fast growing crime of identity theft. Despite a down economy, the pressure of creating an industry and unwanted distractions, we have been able to stay focused on our overall mission and deliver the most innovative products and world-class customer service."

The 2010 Inc. 500 measures revenue growth from 2006 through 2009; LifeLock's growth was more than 11,474 percent. To qualify, companies must have been founded and generating revenue by the first week of 2006, and therefore able to show four full calendar years of sales. Additionally, they had to be U.S.-based, privately held, for profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2009. The minimum revenue required for 2006 was \$100,000; the minimum for 2009 was \$2 million. Of the top ten ranked companies, LifeLock's 2009 revenue ranked 3rd with \$131.4 million.

In the 29-year history of the Inc. 500 list, there have been only two other Arizona companies ranked higher than LifeLock. In 1992, Insight Direct was ranked 5th and in 1983, Forever Living Products was ranked 6th. The GoDaddy Group also had a ranking of 8th in 2004.

According to a study released August 12, 2010 by ID Analytics, a leader in consumer risk management, more than 20 million Americans have multiple Social Security numbers (SSNs) associated with their name in commercial records. The research shows that SSNs may not uniquely identify an individual, and organizations can expose themselves and their customers to risk if they solely rely on the SSN to verify an individual. Proactive identity theft protection can help combat the crime and protect the good name of consumers whose personal information could already be readily available to criminals. LifeLock works relentlessly to help protect its members from identity theft before it happens.

### About LifeLock

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### About Inc. Magazine

Founded in 1979 and acquired in 2005 by Mansueto Ventures LLC, Inc. ([www.inc.com](http://www.inc.com)) is the only major business magazine dedicated exclusively to owners and managers of growing private companies that delivers real solutions for today's innovative company builders. With a total paid circulation of 712,961, Inc. provides hands-on tools and market-

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tested strategies for managing people, finances, sales, marketing, and technology. Visit us online at Inc.com.

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## LifeLock Honored as One of Arizona's Most Admired Companies by Arizona Business Magazine & BestCompaniesAZ

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), an industry leader in proactive identity theft protection, has been recognized by Arizona Business Magazine and BestCompaniesAZ as a winner for the inaugural Arizona's Most Admired Companies Awards (MAC). As a part of this honor, LifeLock will be recognized at the awards reception September 14, 2010, and in a special editorial report within the September/October issue of Arizona Business Magazine. LifeLock has also been nominated to receive one of 12 special Spotlight Awards in the categories of Workplace Culture, Leadership, Social Responsibility, and Customer Excellence.

This will be the most comprehensive and prestigious awards program in Arizona, according to Arizona Business Magazine, and it will recognize the contributions and impact the honorable companies bring to the state. Winning companies will also learn best practice ideas, benchmark data, as well as receive increased market and statewide brand awareness.

"Being recognized as a Most Admired Company within the state of Arizona is a very special and significant achievement for LifeLock," said Natalie Dopp, LifeLock Vice President of Human Resources. "On behalf of our employees, I want to thank Arizona Business Magazine for recognizing our organization's strong work ethic and commitment to helping to protect LifeLock members from the growing threats of identity theft."

The MAC Awards are based on employee, customer and community opinions. Individuals are required to convey how their company has performed in the following areas: Workplace Culture (as voted by employees), Quality Leadership & Social Responsibility (community and environment), and Customer Opinion (as assessed by customers).

"These companies truly exemplify what it means to be a good corporate citizen," says Cheryl Green, vice president of marketing for Arizona Business Magazine. "MAC winners consistently show strong leadership, a commitment to the communities in which they operate and concern for their employees and customers."

LifeLock was chosen by a selection committee comprised of Arizona Business Magazine's editorial team and professionals from a wide range of industries.

The MAC Awards will be held on Tuesday, September 14, 2010 from 6 – 8 p.m. at the Ritz Carlton Phoenix. On the evening of the reception, MAC winners will be recognized, and the winners in the four Spotlight categories will also be announced. Approximately 500 businessmen and women are expected to attend the ceremony.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by AlwaysOn to the Top Global Company 250 list, by Arizona Corporate Excellence as Arizona's Fastest Growing Company, and most recently by the American Business Awards as having the Best New Product or Service of the Year for the LifeLock Identity Alert™ system.

Identity Theft 101

Understanding identity theft



How LifeLock Works

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LifeLock's protection for



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<p>and how it can affect you</p>  <p>▶ <a href="#">Learn more</a></p>	<p>leader in Identity Theft Protection.</p>  <p>▶ <a href="#">Learn more</a></p>	<p>Individuals is secure.</p>  <p>▶ <a href="#">Learn more</a></p>
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## LifeLock Introduces LifeLock® Credit Score Manager as New Service Offering

Enhanced credit monitoring service with customized packages to come in 2010

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), an industry leader in proactive identity theft protection, will introduce LifeLock® Credit Score Manager, a comprehensive tri-bureau credit management suite offering credit score tracking plus credit monitoring. The new service is expected to be available to consumers in October 2010.

LifeLock® Credit Score Manager utilizes a tri-bureau credit management approach, helping members maximize control of disposable income and credit reputation by monitoring all three credit bureaus daily and sending alerts when changes are made to the member's credit files. The service also provides members with monthly updates to their TransUnion credit score, and annual updates to credit scores and reports from all three credit bureaus. Members will also have anytime online access to their scores and reports from all three credit bureaus.

"We have heard from consumers across the country that not only is it important that they protect their personal information from identity thieves, but that more and more life events are occurring where their credit scores and reports matter," said Todd Davis, Chairman and CEO of LifeLock. "Today consumers are relying on strong credit scores not only to receive lines of credit and better interest rates, but also when shopping for better insurance premiums. In addition, since many employers often review an applicant's credit report before making employment decisions, it is critical that consumers have the ability to view and manage their credit. We are pleased to offer a solution - LifeLock® Credit Score Manager, which will allow consumers to better understand and take control of their credit and finances."

LifeLock® Credit Score Manager will include the following full set of credit management features:

- Daily Tri-Bureau Credit Monitoring (TransUnion, Equifax, Experian)
- Monthly Credit Score Updates
- Annual Tri-Bureau Credit Reports
- Annual Tri-Bureau Credit Scores
- 24/7. Credit Dispute Assistance

As a leader in proactively protecting against identity theft, LifeLock's enhanced Credit Score Manager compliments the current LifeLock protection with a comprehensive credit management solution. Consumers have the option to select LifeLock® with Credit Score Manager or LifeLock Command Center™ with Credit Score Manager. LifeLock® with Credit Score Manager will include all of the basic LifeLock® services that currently exist, including but not limited to LifeLock Identity Alert™ system, eRecon™ service, WalletLock™ service, and the \$1 Million Total Service Guarantee\*. LifeLock Command Center™ with Credit Score Manager will include all of the basic LifeLock® services, plus LifeLock Identity SDS™ service (Search, Detect, Secure), and LifeLock Personal Breach Detection™ service.

LifeLock Identity Alert™ system offers broader identity coverage, greater control, and notification of both credit and non-credit related identity theft threats by searching more than 45 million data points daily and 30 million consumer transactions each month. This advanced detection system can identify fraudulent applications for many forms of both credit and non-credit related services. These include many but not all retail credit cards, mortgage loans, and auto loans, as well as non-credit related transactions, such as wireless services, utilities, peer-to-peer loans, and non-credit related payday loans.

LifeLock Command Center™ service includes the basic LifeLock® services with the added benefits of the LifeLock Identity SDS™ (Search, Detect, Secure) system and LifeLock Personal Breach Detection™ service. LifeLock Identity SDS helps to alert members to potential identity theft threats quickly by monitoring the Internet and non-credit related sources, including

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but not limited to payday loans, public records and court records for personal identifying information. LifeLock Personal Breach Detection actively monitors peer-to-peer file sharing networks for potential breaches of personal identifying information. \*Restrictions apply. See lifelock.com for details. Due to New York State law restrictions, the LifeLock Total Service Guarantee cannot be offered to the residents of New York.

### About LifeLock

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Understanding identity theft and how it can affect you



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## LifeLock Honored as Arizona's 7th Fastest Growing Private Company

Identity theft protection leader is four-time honoree at 2010 ACE Awards

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), a leader in proactive identity theft protection, received a 2010 Arizona Corporate Excellence (ACE) Award September 16, 2010 in a private awards celebration held at the J.W. Marriot at Desert Ridge in Phoenix. LifeLock was ranked as the 7th fastest growing private company in Arizona, and ranks 19th on the ACE list, which recognizes Arizona's largest private companies based on revenue from 2009.

"It's a great honor for us to be recognized inside our home state of Arizona," said Todd Davis, LifeLock Chairman and CEO. "Despite the bad economy, we have continued our assault on the crime of identity theft by launching new products, announcing new business partnerships, providing more free training for law enforcement, and educating consumers through free programs. We recognize our role as the industry leader and are committed to living up to the high standards set by the ACE Awards."

The goal of the ACE Awards is to develop an increasing sense of knowledge sharing and community among private companies in Arizona. Through participation in the program, the ACE Awards provide a means for executives at all levels to enhance their personal networks. To qualify for the ACE Awards, companies must be headquartered in Arizona, privately held, for-profit companies, with some exceptions to certain industries, such as professional services (accounting, tax, legal, consulting, engineering, etc.), governmental organizations, banking and financial services, real estate brokers, and investment banking.

In 2009, LifeLock was recognized as Arizona's top fastest growing private company. The identity theft protection leader was selected for the award based on revenue growth, using both actual dollar growth and percentage-revenue growth over two years. In addition, LifeLock was ranked 31st on the ACE list of largest private companies in 2009.

More than 11 million Americans fell victim to identity theft last year, according to Javelin Strategy & Research's "2010 Identity Fraud Survey Report." In responding to the rapidly expanding consumer demand for better ways to safeguard against identity theft, LifeLock has had exceptional growth over the last five years. The identity theft protection company continues to offer the most advanced protection services and tools, including the recently announced LifeLock® Credit Score Manager, a service that will be available to consumers October 2010.

LifeLock recently ranked 8th overall on Inc. Magazine's 29th Annual Inc. 500 List, an exclusive ranking of the nation's fastest-growing private companies.

### About LifeLock

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## LifeLock Raises Awareness During National Crime Prevention Month in October

Proactive identity theft protection leader educates consumers on current ID theft trends

**Tempe, Ariz.** — October is designated as National Crime Prevention Month, and LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), a proactive identity theft protection leader, is arming consumers with the necessary tools and education to protect themselves from the crime of identity theft. With more than 11 million Americans reportedly falling victim to identity theft last year, according to Javelin Strategy & Research, it is a crucial time for consumers to be proactive and put stronger safeguards on their personally identifiable information (PII).

Since 1984, October has been the official month for recognizing crime prevention, and individuals are encouraged to create awareness and share education regarding how communities and consumers can be safer and more secure.

During National Crime Prevention Month, LifeLock is teaming up with the FBI Law Enforcement Executive Development Association (FBI-LEEDA) in sponsoring three identity theft summits for local and statewide law enforcement between October 19 and 28 in the following cities: Montgomery, Alabama, St. Louis, Missouri, and New Orleans, Louisiana. The summits educate law enforcement on the latest identity theft statistics, how to better fight the crime, and new techniques criminals are using. LifeLock will also present at the Virginia Crime Prevention Association Annual Statewide Conference in Norfolk, Virginia on October 20.

In addition to the law enforcement summits, LifeLock aims to further educate consumers on identity theft and empower them to start protecting themselves from one of the nation's fastest growing crimes by hosting numerous free educational presentations around the country. During Crime Prevention Month, the LifeLock Speakers Series program will provide attendees with a better understanding of the various risks associated with identity theft, current trends of the crime, and the diverse ways identity theft can happen.

In addition to standard risk-reducing tips such as shredding your documents and downloading online security software, LifeLock recommends the following tips to consumers that can help protect them from becoming victimized by the more recent identity theft scams:

- ID your caller ID – Thieves are implementing a new technology to trick a phone's caller identification system by giving a false name and number. The safest way to avoid being fooled is to crosscheck the phone number. If the caller ID gives the name of a bank, check the number that bank has listed to be sure it's legitimate.
- Don't let thieves RENT your identity. – Even if you're a homeowner, it's a smart idea to request your rental history in case someone is using your PII to secure an apartment or other rental property in your name.
- As if going to the doctor wasn't bad enough – Believe it or not, thieves these days even go to the lengths of using your identity or health insurance information to get their hands on pills and other drugs. You can contact companies, such as Intelliscript, to request your full 5-year history of prescriptions.
- Debt that (seriously) isn't yours – It's simple, really. If a so-called "debt collector" is hounding you and you don't believe you owe anything, tell them to stop contacting you. According to federal law, a debt collector cannot continue to contact you if you tell them to stop. After you confirm you don't owe the debt the person says you do, you may then discontinue all contact from the debt collection company by sending a letter to the collector. Be sure to keep a copy of the letter and the return receipt for verification purposes. If the "debt collector" still contacts you, other than to let you know there will be no further contact or to inform you that the agency is filing legal action, it is a violation, most likely by an identity thief.

### About LifeLock

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## LifeLock Presents Free Identity Theft Protection Classes to Consumers Nationwide

LifeLock Speakers Series program breaks down identity theft risks for consumers

**Tempe, Ariz.** — LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), an industry leader in proactive identity theft protection, is currently scheduling its free educational Speakers Series seminars in cities across the nation through the end of 2010 and for the first quarter of 2011. The presentations educate consumers on the various risks associated with identity theft, current trends of the crime, and the diverse ways identity theft can happen.

Available to corporations, associations, universities, libraries, chambers of commerce, civic clubs, and many other professional organizations, the LifeLock Speakers Series provides the foundation of identity theft protection knowledge to American consumers. Since 2008, more than 280 presentations have been delivered, educating more than 18,000 consumers across the country.

"The LifeLock Speakers Series is nearly identical to our award-winning law enforcement training summits," said Mike Prusinski, LifeLock Senior Vice President of Corporate Communications. "This free program provides consumers with vital information that properly educates them in the fight against identity theft in a way that is interactive and easy to understand. This program is not about LifeLock. It's about understanding how this crime affects consumers, as well as, what criminals are doing to obtain and use our personal information."

The Series' signature presentation focuses on some of the most current statistics of identity theft, myths and truths of the crime, a regional and national snapshot of the crime, the latest scams implemented by thieves to steal personal information, and a look at the many options available to consumers that help protect them and their family members from becoming victims. Customized to fit the needs of the audience demographic and geographical area, the presentation is delivered by a recognized expert, ranging from law enforcement officials to consumer advocates to certified identity theft experts.

"LifeLock's presentation on identity theft was eye-opening, both personally and professionally. We all came away with information that will impact our future actions," said Mary Ann Miller, Tempe Chamber of Commerce President. "The presentation itself was fast moving and engrossing, and well worth the staff time."

### Upcoming Events:

- Ongoing through October 2010: Arizona Alliance of Computer Clubs will host multiple presentations at various club meetings throughout the state
- Oct 18: Hernando Computer Club (Spring Hill, FL)
- Oct 21: Williams Rotary Club (Williams, AZ)
- Oct 28: Northshore Kiwanis (Mandeville, LA)
- Dec 8: AAA Tidewater (Virginia Beach, VA)

Interested parties may schedule a free presentation by visiting <http://www.lifelock.com/about-us/about-lifelock/lifelock-speaker-series>, or email [speakerrequest@lifelock.com](mailto:speakerrequest@lifelock.com), or call 480-457-2032.

### About LifeLock

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## LifeLock Warns Consumers of Skimming Scrooges This Holiday Shopping Season

**Tempe, Ariz.** — As the holiday shopping season draws near, LifeLock, the industry leader in proactive identity theft protection wants to arm consumers with smart shopping habits to help protect against increasing threats of identity theft. According to a September poll conducted by the National Foundation for Credit Counseling, 66% of respondents feel that they are at risk for identity theft.

“Whether shopping in a traditional mall or online, consumers need to understand that identity thieves can lurk everywhere, especially when we let our guard down to enjoy the celebrations of the holidays,” said Wayne Ivey, 29-year law enforcement veteran. “Each time we hand over or swipe our debit or credit card, we have the potential to have our card numbers skimmed, giving the identity thieves all they need to duplicate our cards and go on their own spending spree.”

The National Retail Federation is forecasting holiday retail sales to reach \$447.1 billion in 2010, a 2.3% increase over last year. Regardless of the channels you take to spend this holiday season, LifeLock wants consumers to understand the dangers that lurk when shopping with plastic this time of year:

**Dining Out** – Be leery when handing over your credit or debit card at a restaurant. Law enforcement from around the country have been working large identity theft rings where the consumers’ point of compromise has been in restaurants. How it works: Diners hand over plastic to pay for meal. Waiter runs credit/debit card through restaurant machine first and then secondly through a handheld skimming device, capturing the name, card number and expiration date from the magnetic stripe. Bad guys can turn this information into a duplicate card, leaving you stuck with the debt.

**Anonymous ATM** – Pay attention to your surroundings when using your regular or an out-of-the-ordinary ATM. Identity thieves can place a skimming device over top of the ATM card reader, capturing the information off the magnetic strip of your card before the ATM does. When using ATM machines, confirm that the card reader is flush with the system and that no additional metal or plastic devices are protruding. If something looks strange, alert the bank manager or the authorities.

**Gas and Go** – When paying for fuel at the pump, be sure to confirm the card reader does not appear tampered with, as identity thieves can apply skimming devices to these card readers as well. To be safe, walk in and pay at the register where you can watch the attendant swipe your card in the machine.

This holiday season LifeLock aims to further educate consumers on identity theft and empower them to start protecting themselves from one of the nation’s fastest growing crimes by hosting numerous free educational presentations around the country. The LifeLock Speakers Series program provides attendees with a better understanding of the various risks associated with identity theft, current trends of the crime, and the diverse ways identity theft can happen, including during the busiest shopping season of the year.

### About LifeLock

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## Law Enforcement Nationwide Discover Best Practices for Combating Identity Theft in the New Year

LifeLock and FBI-LEEDA host training sessions in various cities across U.S.

**Tempe, Ariz.** — Increased identity theft awareness is important not only for consumers but for law enforcement officials who are working daily to combat the crime and put thieves behind bars. In an effort to further educate law enforcement, LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) and the FBI Law Enforcement Executive Development Association (FBI-LEEDA) are sponsoring five upcoming identity theft summits in the New Year. Each month a day-long training summit will be hosted in a different city, providing local and statewide law enforcement officials with the latest information on identity theft trends, new scams, and investigative methods. The host cities include Charleston, South Carolina, Austin, Texas, Lake Charles, Louisiana, Milwaukee, Wisconsin and Spokane, Washington.

As part of an ongoing nationwide series of free, interactive training sessions offered through a partnership between LifeLock and FBI-LEEDA, the 2010 summits will help to increase law enforcement's knowledge base on this crime. In 2009 alone, the series reached 12 different cities across the country - from Orlando to Detroit to Los Angeles - with more than 1,243 law enforcement officials from 403 different agencies in attendance.

"I am very proud to have been a recent host of this program," said Chief Glenn Ladd of the North Kansas City Police Department. "Our local personnel who attended all benefitted in some way, picking up on new methods for fighting this insidious crime. I am confident that those of us who deal with identity theft cases regularly will have more success in battling this crime on the front lines."

According to Javelin Strategy & Research's "2009 Identity Fraud Survey Report," identity thieves are working faster to exploit victims. The incidence of thieves using stolen information within a week of thefts has more than doubled from 33 to 71 percent over the past three years, providing more reason for law enforcement to understand the crime better and be provided with the tools necessary for fighting it.

"It is vital that we help law enforcement in any way we can to better understand this crime and learn the most effective techniques for protecting American consumers," said LifeLock CEO Todd Davis. "As we know, identity thieves continue to find elusive ways to prosper off of innocent victims, making the job for law enforcement officials even tougher. With these intensive training summits, officials can become better equipped with solid investigative techniques and best practices to combat identity theft."

Details for the 2010 LifeLock and FBI-LEEDA Identity Theft Summits:

- The Charleston, South Carolina summit will be held from 8 a.m. to 4:30 p.m. on Thursday, January 21 at Charleston Southern University, 9200 University Blvd. North Charleston, SC 29406.
- The Austin, Texas summit will be held from 8 a.m. to 4:30 p.m. on Tuesday, February 2 at the Travis County Sheriff's Office, 5555 Airport Blvd. Austin, TX 78752.
- The Lake Charles, Louisiana summit will be held from 8 a.m. to 4:30 p.m. on Wednesday, February 24 at the Lake Charles Civic Center, 900 Lakeshore Dr. Lake Charles, LA 70601.
- The Milwaukee, Wisconsin area summit will be held from 8 a.m. to 4:30 p.m. on Tuesday, March 2 at the Waukesha County Technical College, 800 Main St. Pewaukee, WI 53072.
- The Spokane, Washington area summit will be held from 8 a.m. to 4:30 p.m. on Wednesday, April 28 at the Northern Quest Resort & Casino, 100 N. Hayford Rd. Airway Heights, WA 99001.

To register for one of the day-long summits, visit the FBI-LEEDA Web site at [www.leedafbi.org](http://www.leedafbi.org) or contact Paige Pedersen in the LifeLock Public Affairs Department at 480-457-2108 or [paige@lifelock.com](mailto:paige@lifelock.com). The summits are free and open to

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chiefs, sheriffs, investigative supervisors, fraud unit investigators, patrol officers and community policing personnel. Officials of all experience levels in investigating identity theft crimes are encouraged to attend.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

<h4>Identity Theft 101</h4> <p>Understanding identity theft and how it can affect you</p>  <p>► <a href="#">Learn more</a></p>	<h4>How LifeLock Works</h4> <p>See why LifeLock is a leader in Identity Theft Protection.</p>  <p>► <a href="#">Learn more</a></p>	<h4>Help Protect Yourself</h4> <p>LifeLock's protection for Individuals is secure.</p>  <p>► <a href="#">Learn more</a></p>
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## LifeLock & FBI-LEEDA Present Free Identity Theft Training Summit to Louisiana Law Enforcement

**Tempe, Ariz.** — LifeLock, the industry leader in proactive identity theft protection and the Law Enforcement Executive Development Association (FBI-LEEDA) are sponsoring a day-long identity theft summit for Louisiana law enforcement on October 28, 2010. LifeLock and FBI-LEEDA's award-winning summit will be hosted by Chief Stephen D. Caraway and the Kenner Police Department and will provide local and statewide law enforcement officials with the latest information on identity theft trends, new scams, and investigative methods.

With October designated as National Crime Prevention Month, FBI-LEEDA and LifeLock will host four identity theft summits for law enforcement throughout the month in St. Louis, Montgomery, AL, Kenner, LA and Roanoke, VA. These events will arm law enforcement with the most current tools available to help in the fight against identity theft.

According to the Federal Trade Commission, Louisiana is ranked 22th in the nation for the number of reported identity theft victims. The total number of identity theft, fraud and other consumer complaints reported in Louisiana exceeded 15,000 in 2009. In addition, the city of New Orleans ranks 71st in the nation with the most identity theft complaints filed to the FTC, based on a per 100,000 population.

As part of an ongoing nationwide series of free, interactive training sessions offered through a partnership between LifeLock and FBI-LEEDA, the summit will help to increase law enforcement's knowledge base on this crime. Since October 2008, the series has reached 31 different cities across the country—from Orlando to Detroit to Los Angeles. To date, the course has reached approximately 2,800 law enforcement officials from more than 900 different agencies.

Details for the Upcoming Identity Theft Training Summit in Kenner, LA:

- The New Orleans-area summit will be held from 8 a.m. to 4:30 p.m. on Thursday, October 28 at 500 Veterans Memorial Blvd., Kenner, LA 70062.

The summit is free and open to chiefs, sheriffs, investigative supervisors, fraud unit investigators, patrol officers and community policing personnel. Officials of all experience levels in investigating identity theft crimes are encouraged to attend.

In addition to the law enforcement summits, LifeLock aims to further educate consumers on identity theft and empower them to start protecting themselves from one of the nation's fastest growing crimes by hosting numerous free educational presentations around the country. The LifeLock Speakers Series program provides attendees with a better understanding of the various risks associated with identity theft, current trends of the crime, and the diverse ways identity theft can happen.

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### Identity Theft 101

Understanding identity theft and how it can affect you



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## LifeLock & FBI-LEEDA Present Free Identity Theft Training Summit to Missouri Law Enforcement

**Tempe, Ariz.** — LifeLock, the industry leader in proactive identity theft protection and the Law Enforcement Executive Development Association (FBI-LEEDA) are sponsoring a day-long identity theft summit for Missouri law enforcement October 26, 2010. LifeLock and FBI-LEEDA's award-winning summit will be hosted by St. Louis County and Municipal Police Academy and will provide local and statewide law enforcement officials with the latest information on identity theft trends, new scams, and investigative methods.

With October designated as National Crime Prevention Month, FBI-LEEDA and LifeLock will host four identity theft summits for law enforcement throughout the month in St. Louis, Montgomery, AL, Kenner, LA and Roanoke, VA. These events will arm law enforcement with the most current tools available to help in the fight against identity theft.

According to the Federal Trade Commission, Missouri is ranked 32th in the nation for the number of reported identity theft victims. The total number of identity theft, fraud and other consumer complaints reported in Missouri exceeded 24,000 in 2009. In addition, residents of St. Louis reported more than 2,000 complaints of identity theft to the FTC in 2009.

As part of an ongoing nationwide series of free, interactive training sessions offered through a partnership between LifeLock and FBI-LEEDA, the summit will help to increase law enforcement's knowledge base on this crime. Since October 2008, the series has reached 30 different cities across the country—from Orlando to Detroit to Los Angeles. To date, the course has reached approximately 3,000 law enforcement officials from more than 900 different agencies.

Details for the Upcoming Identity Theft Training Summit in St. Louis, MO:

- The St. Louis area summit will be held from 8 a.m. to 4:30 p.m. on Tuesday, October 26 at the Monsanto, Building G, 800 North Lindbergh Blvd, St. Louis, MO, 63167.

The summit is free and open to chiefs, sheriffs, investigative supervisors, fraud unit investigators, patrol officers and community policing personnel. Officials of all experience levels in investigating identity theft crimes are encouraged to attend.

In addition to the law enforcement summits, LifeLock aims to further educate consumers on identity theft and empower them to start protecting themselves from one of the nation's fastest growing crimes by hosting numerous free educational presentations around the country. The LifeLock Speakers Series program provides attendees with a better understanding of the various risks associated with identity theft, current trends of the crime, and the diverse ways identity theft can happen.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by Arizona Corporate Excellence as Arizona's Fastest Growing Company, by the American Business Awards as having the Best New Product or Service of the Year for the LifeLock Identity Alert™ system, and most recently ranked 8th on Inc. Magazine's 29th Annual Inc. 500 List, an exclusive ranking of the nation's fastest-growing private companies.

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## LifeLock Helps Consumers Tighten the Grip on Identity Theft during National Cyber Security Awareness Month

**Tempe, Ariz.** — Designated as National Cyber Security Awareness Month, October is a time for consumers to brush up on cyber security knowledge, especially with regard to identity theft. LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), a proactive identity theft protection leader, is arming consumers with the necessary tools and education to protect themselves from tech-savvy identity thieves who are constantly looking for new ways to use their personal information against them.

It is estimated that an identity is stolen every 3 seconds, according to Javelin Strategy & Research, and with the online world at the user's fingertips, it is no wonder consumers may be at greater risk of becoming victimized by this crime. October 2010 marks the seventh annual National Cyber Security Awareness Month – a month focused on developing public awareness and education regarding the importance of online safety and security. Sponsored by the National Cyber Security Alliance, the Multi-State Information Sharing and Analysis Center and the Department of Homeland Security, and officially endorsed by LifeLock, this month is dedicated to reaching consumers, schools, businesses and government agencies about the importance of keeping personal assets safe, and the overall security of cyberspace. Each and every consumer's actions have an impact on cyber security, and informing consumers regarding what they can do to keep their computers and data safe is critical.

"Our everyday activities – shopping and banking online, checking email, downloading music – put us at greater risk for becoming victimized by this crime – sometimes, many times, without us even knowing it," said Todd Davis, LifeLock Chairman and CEO. "National Cyber Security Awareness Month is the perfect time for consumers to buckle down and really get a stronger perspective on how to protect our personal information from the bad guys, because they're out there each and every day trying to use it for their personal gain."

The Federal Bureau of Investigation (FBI), in collaboration with the Internet Crime Complaint Center again published its annual report this year showing cybercrime continues to be on the rise. From January 1, 2009 through December 31, 2009, the Internet Crime Complaint Center Web site received 336,655 complaint submissions, more than a 22 percent increase from 2008. The vast majority of referred cases contained elements of fraud and involved a financial loss by the complainant, and the total dollar loss from all referred cases was \$559 million, more than double what it was in 2008. In addition, internet security giant Symantec's new study shows almost 75 percent of US internet users are cybercrime victims, and according to a Javelin Strategy & Research survey, young adults between 18 and 24 who use social networking sites had a significant spike in fraud or data exposure compared to other age groups. With the risk nearly doubling among this demographic, it is likely the result of young adults freely sharing personal information.

According to the Washington Post, in any given second, nearly 22 million people around the globe are on peer-to-peer file-sharing networks downloading and swapping movies, software, and documents over the Internet. These same networks also provide identity thieves an open door to consumers' personal information. Users of file-sharing networks can inadvertently expose the contents of entire hard drives containing personal information to others on the network. By simply searching for specific keywords, identity thieves are able to access and download personal information of thousands of individuals. LifeLock is the only service currently offering protection from theft via peer-to-peer networks with the LifeLock Command Center™ protection suite. This comprehensive service helps put a stop to these online data breaches, and uses the latest advancements in technology to actively search file-sharing networks worldwide for consumers' personal information. When a leak is detected, LifeLock alerts the member with specific details and then takes action to help shut down the breach of information.

LifeLock and the National Cyber Security Alliance together recommend the following tips to consumers that can help protect them from becoming victimized by tech-savvy identity thieves:

- **Know protection features like the back of your hand** – The Web sites and software your children use have protection features you need to know and know well. Your Internet service provider may have tools to help you manage their online experience, such as being able to select approved Web sites, monitor the amount of time they

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spend online, even limit the people who can contact them.

- **Social privacy** – You can and should control the privacy settings of social networking sites, cell phones, and other social tools you and your family use every day. Work together to decide which settings provide the appropriate amount of protection for each child.
- **Keep your personal information PERSONAL** – Be extremely cautious about how much personal information you freely give away on social networking sites. The more information you post (from status updates to key profile information), the easier it is for a hacker to use that information against you. Don't download peer-to-peer networks such as LimeWire or BearShare, and if you currently have them on your computer, be sure to delete as soon as possible. Thieves can easily access your data and steal your identity.
- **Who are your real friends?** – Many social networking users become enraptured in the fun of adding a large pool of contacts to their friends list. This can be a dangerous move, and not something you'd typically do in your everyday life. There are tools available to manage the information you share with friends – use them. You can separate friends you share with into different groups or even have multiple online pages for different purposes. Just be sure to keep your personal profile open only to your real friends (the ones you know and trust), especially if you plan to share details about your daily life.
- **Don't trust random links** – Even links that look like they come from friends or family may actually contain malware or be part of a phishing attack – attempts to collect personal information, such as username and password, by pretending to be a message from a friend or a business. If you have a bad feeling, trust it and don't click!
- **Watch for online bullies** – Does your child play games online? Make sure they know how to block or report a cyberbully. Tell them to keep a record of the conversation if they are being harassed and encourage them not to engage the bully. Make sure your child's user name does not give away their name, location, gender, age, or any other personal information. Also be sure they're using an avatar, not an actual photo.

### About LifeLock

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<p><b>Identity Theft 101</b> Understanding identity theft and how it can affect you</p>  <p>▶ <a href="#">Learn more</a></p>	<p><b>How LifeLock Works</b> See why LifeLock is a leader in Identity Theft Protection.</p>  <p>▶ <a href="#">Learn more</a></p>	<p><b>Help Protect Yourself</b> LifeLock's protection for Individuals is secure.</p>  <p>▶ <a href="#">Learn more</a></p>
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## LifeLock, FBI-LEEDA and Alabama Attorney General Present Identity Theft Training Summit to Law Enforcement

**Tempe, Ariz.** — During National Protect Your Identity Week, LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) and the FBI Law Enforcement Executive Development Association (FBI-LEEDA) are sponsoring a day-long identity theft summit for Alabama law enforcement October 19, 2010. LifeLock and FBI-LEEDA's 30th summit will be hosted by Alabama Attorney General Troy King and the Alabama Attorney General's Office in Montgomery, and will provide local and statewide law enforcement officials with the latest information on identity theft trends, new scams, and investigative methods.

With October designated as National Crime Prevention Month, and the week of October 17 as National Protect Your Identity Week, the milestone event gives LifeLock and FBI-LEEDA an opportunity to proactively educate on the crime and the tools available to help in the fight against it.

"We are extremely excited to have the opportunity to partner with Attorney General King's Office to present our 30th law enforcement training event with FBI-LEEDA," said LifeLock Chairman and CEO Todd Davis. "Attorney General King has been committed to educating law enforcement throughout Alabama and we believe we have a great opportunity to provide state of the art education about investigating identity theft cases that will allow law enforcement throughout the entire state to work off the same sheet of music as they work toward reducing this crime."

According to the Federal Trade Commission, Alabama is ranked 17th in the nation for the number of reported identity theft victims. The total number of identity theft, fraud and other consumer complaints reported in Alabama increased 11 percent between 2008 and 2009. In addition, Montgomery, Alabama is ranked as the 13th highest metropolitan area for identity theft nationwide.

As part of an ongoing nationwide series of free, interactive training sessions offered through a partnership between LifeLock and FBI-LEEDA, the summit will help to increase law enforcement's knowledge base on this crime. Since October 2008, the series has reached 29 different cities across the country—from Orlando to Detroit to Los Angeles. To date, the course has reached approximately 2,800 law enforcement officials from more than 900 different agencies.

Details for the Upcoming Identity Theft Training Summit:

- The Montgomery area summit will be held from 8 a.m. to 4:30 p.m. on Tuesday, October 19 at the Frazer Memorial United Methodist Church, Wesley Hall 6000 Atlanta Highway Montgomery, AL 36117.

The summit is free and open to chiefs, sheriffs, investigative supervisors, fraud unit investigators, patrol officers and community policing personnel. Officials of all experience levels in investigating identity theft crimes are encouraged to attend. Approximately 450 law enforcement representatives from across the state are expected to be in attendance.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by Arizona Corporate Excellence as Arizona's Fastest Growing Company, by the American Business Awards as having the Best New Product or Service of the Year for the LifeLock Identity Alert™ system, and most recently ranked 8th on Inc. Magazine's 29th Annual Inc. 500 List, an exclusive ranking of the nation's fastest-growing private companies.

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## Award-Winning Identity Theft Training Summit Set for Columbus Law Enforcement Presented by FBI-LEEDA & LifeLock

**Tempe, Ariz.** — LifeLock, the industry leader in proactive identity theft protection and the Law Enforcement Executive Development Association (FBI-LEEDA) are sponsoring a day-long identity theft summit for Ohio law enforcement on November 17, 2010. LifeLock and FBI-LEEDA's award-winning summit will be hosted by Chief Walter Distelzweig & the Columbus Ohio Division of Police Training Bureau and will provide local and statewide law enforcement officials with the latest information on identity theft trends, new scams, and investigative methods.

According to the Federal Trade Commission, the total number of identity theft, fraud, and other consumer complaints in Ohio in 2009 exceeded 40,000. As reports of identity theft continue to rise across the country, law enforcement officials are being pressured by residents throughout their communities to find a way to curb the crime.

"As we take this program around the United States, we are seeing a significant variation in trends and techniques used by identity thieves," said Dean Crisp, FBI-LEEDA Faculty. "From check washing to online account hijacking, thieves are evolving with increasing sophistication and it's critical that we bring these trends to the forefront with law enforcement so that they can work proactively to keep their communities safe."

As part of an ongoing nationwide series of free, interactive training sessions offered through a partnership between LifeLock and FBI-LEEDA, the Nov. 17 summit will help to increase law enforcement's knowledge base on this crime. Since October 2008, the series has reached more than 35 different cities across the country—from Orlando to Detroit to Los Angeles. To date, the course has reached approximately 3,000 law enforcement officials from more than 1,000 different agencies.

Details for the Upcoming Identity Theft Training Summit in Columbus, OH:

The Columbus summit will be held from 8:30 a.m. to 4:00 p.m. on Wednesday, November 17 at the Columbus Police Training Academy, 1000 N. Hague Ave., Columbus, OH 43204.

The summit is free and open to chiefs, sheriffs, investigative supervisors, fraud unit investigators, patrol officers and community policing personnel. Officials of all experience levels in investigating identity theft crimes are encouraged to attend.

In addition to the law enforcement summits, LifeLock aims to further educate consumers on identity theft and empower them to start protecting themselves from one of the nation's fastest growing crimes by hosting numerous free educational presentations around the country. The LifeLock Speakers Series program provides attendees with a better understanding of the various risks associated with identity theft, current trends of the crime, and the diverse ways identity theft can happen.

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## Lead411 Announces LifeLock as a Hottest Southwest Company

**Tempe, Ariz.** — In an effort to recognize the fastest growing technology companies in the southwest region of the U.S., Lead411 awards LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)), an industry leader in proactive identity theft protection, as a Hottest Southwest Company.

"LifeLock is 100% focused on protecting the good name of our members," said Todd Davis, LifeLock Chairman and CEO. "This award shows the dedication our employees put forth each and every day to continue to grow the business and help protect more consumers from the increasing threats of identity theft and fraud."

Lead411's research team continuously scours through more than 600 press releases and business articles including venture capital fundings, company launches, new office openings, customer press releases, and more. Based on the research gathered, Lead411 carefully selects the fastest growing companies. The "Hottest Companies" awards have been created to recognize fast growing companies in different geographical regions. The southwest list originally started with more than 900 companies and was later narrowed down to the top 50.

"We have been tracking fast companies for our customers for the past 10 years," said Tom Blue, CEO of Lead411, "and we felt it was important to recognize these growing brands publicly."

To be eligible, companies must be in either the Software, Wireless, Internet, Hardware, or Media industries, be a privately held organization, and reside within the states of Arizona, Utah, New Mexico or Nevada. Once the aforementioned requirements are met, each company must meet one or more of the additional requirements: 100 percent increase in revenues over the past three years; or more than \$1M in funding in the past two years; or 2X traffic gains to their Web site in the past 12 months and over 1M unique visitors per month.

### About LifeLock

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### About Lead411

Lead411 provides information, news, and research about U.S. companies and their executives. Founded in 2001, its goal has been to focus on quality corporate data that is valid and useful rather than producing as many company records as possible. In addition, Lead411 tracks company news in order to alert its customers about venture financing, new hires, hiring plans, etc. Customers include Gartner, Administaff and ADP.

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## LifeLock & FBI-LEEDA Present Award-Winning Identity Theft Training Summit to Southeast Texas Law Enforcement

**Tempe, Ariz.** — LifeLock, the industry leader in proactive identity theft protection and the FBI Law Enforcement Executive Development Association (FBI-LEEDA) are sponsoring a day-long identity theft summit for Southeast Texas law enforcement December 2, 2010. LifeLock and FBI-LEEDA's award-winning summit will be hosted by Galveston County Sheriff's Office and will provide local and statewide law enforcement officials with the latest information on identity theft trends, new scams, and investigative methods.

According to the Federal Trade Commission, Texas is ranked third in the nation for the number of reported identity theft victims. The total number of identity theft, fraud and other consumer complaints reported in Texas exceeded 28,000 in 2009. Complaints to the FTC regarding identity theft span from credit card fraud to phone and utilities fraud, however, in Texas the top consumer complaint of identity theft was employment-related fraud – 24% of all identity theft reports in the state.

"We are seeing identity theft spikes along our nation's borders tied to employment-related fraud," said Todd Davis, LifeLock Chairman and CEO. "Law enforcement are seeing increased cases of identity theft where consumers are having their names and Social Security numbers tied to individuals in this country working illegally. Our goal in hosting this summit in Galveston is to help provide law enforcement officials with additional tools and resources to work these types of cases and help keep their communities safe."

As part of an ongoing nationwide series of free, interactive training sessions offered through a partnership between LifeLock and FBI-LEEDA, the summit will help to increase law enforcement's knowledge base on this crime. Since October 2008, the series has reached more than 35 different cities across the country—from Orlando to Detroit to Los Angeles. To date, the course has reached approximately 3,000 law enforcement officials from more than 900 different agencies.

Details for the Upcoming Identity Theft Training Summit in Galveston, TX:

The Galveston summit will be held from 8 a.m. to 4:30 p.m. on Thursday, December 2 at the Galveston County Justice Center: Jury Assembly Room, 600 59th Street, Galveston, TX 77551.

The summit is free and open to chiefs, sheriffs, investigative supervisors, fraud unit investigators, patrol officers and community policing personnel. Officials of all experience levels in investigating identity theft crimes are encouraged to attend.

In addition to the law enforcement summits, LifeLock aims to further educate consumers on identity theft and empower them to start protecting themselves from one of the nation's fastest growing crimes by hosting numerous free educational presentations around the country. The LifeLock Speakers Series program provides attendees with a better understanding of the various risks associated with identity theft, current trends of the crime, and the diverse ways identity theft can happen.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by Arizona Corporate Excellence as Arizona's Fastest Growing Company, by the American Business Awards as having the Best New Product or Service of the Year for the LifeLock Identity Alert™ system, and most recently ranked 8th on Inc. Magazine's 29th Annual Inc. 500 List, an exclusive ranking of the nation's fastest-growing private companies.

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Understanding identity theft and how it can affect you



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## M2 Benefit Solutions and LifeLock Partner To Expand LifeLock Membership Marketing

**Tempe, Ariz.** — LifeLock, the industry leader in proactive identity theft protection has entered into a strategic partnership with M2 Benefit Solutions, a leader in customer and employee benefit solutions for businesses. This alliance will allow M2 Benefit Solutions to expand LifeLock's identity theft protection offering to businesses as customer and/or employee benefit programs.

M2 provides protection solutions to businesses in travel, medical and most recently, with identity theft. According to the 2010 Identity Fraud Survey report by Javelin Strategy & Research, an estimated 11 million Americans were victims of identity theft in 2009.

"As victims of identity theft work to recover from the damages of the crime, employers are seeing reduced productivity, increased time away from the office and an overall decrease in performance," said Steve McGrady, LifeLock Senior Vice President of Strategic Partnerships. "M2 has positioned itself as the leader in total solutions for businesses providing business owners with a set of enhanced solutions, including identity theft protection, to best serve their customers and employees."

Identity theft victims spent an average of 21 hours recovering from an identity theft in 2009, according to Javelin. Those 21 hours can be spent filing a police report, contacting creditors and the three major credit bureaus, working with a credit repair agency and much more.

"We are committed to positively impacting people by providing unique combinations of services and solutions for the 21st century," said M2 Benefit Solutions Principal Mark McLaren. "Our relationship with LifeLock allows us to take the most dynamic solutions offerings into the marketplace and help consumers further protect themselves from the dangers of identity theft."

LifeLock aims to further educate consumers on identity theft and empower them to start protecting themselves from one of the nation's fastest growing crimes by hosting numerous free educational presentations around the country. The LifeLock Speakers Series program provides attendees with a better understanding of the various risks associated with identity theft, current trends of the crime, and the diverse ways identity theft can happen.

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## LifeLock & FBI-LEEDA Present Advanced Two-Day Identity Theft Training Summit to Nevada Law Enforcement

**Tempe, Ariz.** — In support of combating the crime of identity theft, Nevada Governor Jim Gibbons has declared the week of December 6 as "Identity Theft Awareness Week" in hopes that the strengthened efforts of federal, state and local law enforcement will help educate consumers and business help protect themselves from identity theft. During this week, law enforcement officials from throughout Nevada will have the opportunity to attend an advanced two-day course to learn how to best investigate reported cases of identity theft.

LifeLock, the industry leader in proactive identity theft protection and the FBI Law Enforcement Executive Development Association (FBI-LEEDA) are sponsoring a two- day identity theft summit for Nevada law enforcement December on 7 & 8, 2010. LifeLock and FBI-LEEDA's award-winning summit will be hosted by Nevada Attorney General Catherine Cortez Masto & the University of Nevada Las Vegas Police Department and will provide local and statewide law enforcement officials with the latest information on identity theft trends, new scams, and investigative methods.

The two-day identity theft summit comes at a time when the Federal Trade Commission (FTC) ranks Nevada fifth in identity theft nationwide. The total number of identity theft, fraud and other consumer complaints reported in Nevada exceeded 13,000 in 2009. In addition, the city of Las Vegas ranks 58th in the nation with the most reported complaints of identity theft, based on a per 100,000 population.

Increased identity theft awareness is important not only for consumers but for law enforcement officials who are working daily to combat the crime and help put thieves behind bars. The two-day training course will provide local and statewide law enforcement officials from Nevada with the latest information on identity theft trends, new scams, and investigative methods. This summit marks the third presentation in Nevada, the one-day summit was presented in both Las Vegas and Reno in 2009, both in coordination with Attorney General Cortez Masto's Office.

"We are extremely pleased to have the opportunity to partner once again with Attorney General Cortez Masto's Office this time to present our advanced two-day identity theft program," said LifeLock Chairman and CEO Todd Davis. "Attorney General Cortez Masto and the UNLV Police Department have shown a commitment to educating law enforcement and we believe that this is another great opportunity to provide state of the art education about investigating identity theft cases. This program will allow law enforcement throughout Nevada to work together not only within jurisdictions but across state lines in an attempt to help reduce this crime."

The advanced course will provide law enforcement participants with hands-on experience with the various tools currently being used by identity thieves. Participants will hear from law enforcement officials, local prosecutors, as well as experts in the field of peer-to-peer networking.

As part of an ongoing nationwide series of free, interactive training sessions offered through a partnership between LifeLock and FBI-LEEDA, the summit will help to increase law enforcement's knowledge base on this crime. Since October 2008, the series has reached more than 35 different cities across the country—from Orlando to Detroit to Los Angeles. To date, the course has reached more than 3,200 law enforcement officials from more than 1,100 different agencies.

Details for the Advanced Two-Day Identity Theft Summit in Las Vegas, NV:

The Las Vegas two-day summit will be held from 8:30 a.m. to 4:00 p.m. on Tuesday, December 7 and Wednesday, December 8 at UNLV Foundation Building/Blasco Event Wing, 4505 South Maryland Parkway, Las Vegas, Nevada 89154.

In addition to the law enforcement summits, LifeLock aims to further educate consumers on identity theft and empower them to start protecting themselves from one of the nation's fastest growing crimes by hosting numerous free educational presentations around the country. The LifeLock Speakers Series program provides attendees with a better understanding of the various risks associated with identity theft, current trends of the crime, and the diverse ways identity theft can

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happen.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by AlwaysOn to the Top Global Company 250 list, by Arizona Corporate Excellence as Arizona's Fastest Growing Company, and most recently by the American Business Awards as having the Best New Product or Service of the Year for the LifeLock Identity Alert™ system.

<p><b>Identity Theft 101</b> Understanding identity theft and how it can affect you</p>  <p>▶ <a href="#">Learn more</a></p>	<p><b>How LifeLock Works</b> See why LifeLock is a leader in Identity Theft Protection.</p>  <p>▶ <a href="#">Learn more</a></p>	<p><b>Help Protect Yourself</b> LifeLock's protection for Individuals is secure.</p>  <p>▶ <a href="#">Learn more</a></p>
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## LifeLock Recognized for Corporate Excellence in 2010

**Tempe, Ariz.** — LifeLock ([www.lifelock.com](http://www.lifelock.com)), an industry leader in proactive identity theft protection, has been recognized in ten different award programs over the last year. From its new product offerings to its highly sought after national law enforcement training, LifeLock continues to work relentlessly to help protect and educate consumers from the growing threats of identity theft.

In August, Inc. Magazine named LifeLock 8th on its 29th Annual Inc. 500 List, an exclusive ranking of the nation's fastest-growing private companies. In addition, LifeLock is recognized as #1 in the Inc. 500's Security category. The list represents the most comprehensive look at the most important segment of the economy-America's independent-minded entrepreneurs.

The LifeLock Identity Alert™ system was acknowledged at the 2010 American Business Awards as the Best New Product or Service of the Year. In winning the Stevie Award, LifeLock beat out other finalists including Achieve Global, PetRays Veterinary, PHH Arval, and Volt Consulting. The LifeLock Identity Alert™ system offers broader identity coverage, greater control, and early notification of both credit and non-credit related identity threats by searching more than 45 million data points daily and 30 million consumer transactions each month. This advanced detection system can identify fraudulent applications for many forms of both credit and non-credit related services. These include many but not all retail credit cards, mortgage loans, and auto loans, as well as non-credit related transactions, such as wireless services, utilities, peer-to-peer loans, and non-credit related payday loans.

In partnership with the FBI Law Enforcement Executive Development Association (LEEDA), LifeLock has co-developed an educational program to bring free identity theft training to law enforcement nationwide. This program has positioned LifeLock to receive recognition from the Communitas Awards for Leadership in Community Service and Corporate Social Responsibility. The educational program was also recognized by the International Business Awards where the LifeLock Corporate Communications Team was named Communications Team of the Year for their commitment to helping educate law enforcement officials.

LifeLock has received multiple awards in 2010 for being a great place to work in Phoenix. The organization was recognized by Arizona Business Magazine and BestCompaniesAZ as a winner for the inaugural Arizona's Most Admired Companies Awards (MAC), in addition, LifeLock was also named to the Phoenix Business Journal's Best Places to Work list.

At the Arizona Corporate Excellence (ACE) Awards, LifeLock was ranked as the 7th Fastest Growing Private Company in Arizona, and ranked 19th on the ACE list, which recognizes Arizona's largest private companies based on revenue from 2009.

### About LifeLock

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## LifeLock Named As Best Place to Work in Valley

### Identity Theft Protection Agency #29 on List of Large Sized Companies in Valley

**Tempe, Ariz.** — The Phoenix Business Journal has named LifeLock, the industry leader in proactive identity theft protection, number 29 on the list of Best Places to Work in the Valley for large sized companies. The five-year old LifeLock is based in Tempe and currently employs nearly 450 Valley residents.

LifeLock has created an engaged and supportive workforce through a company culture of creating a positive environment where accountability, respect and execution are the foundations to continuous improvement and success. The organization began operations in 2005 with just three employees and has seen a greater than 1,900% employee growth rate from 2007 to 2009.

"We are proud of our achievements as an organization and this recognition truly exemplifies the strength of our employees and their dedication to living in our culture and to serving our members," said Natalie Dopp, LifeLock Vice President of Human Resources. "The commitment of our Executive Leadership Team to offer a state-of-the-art benefits package and support a positive and member-driven culture allows us to acquire top-level talent while maintaining a lower than average turnover rate."

Included in the employee benefits offered by LifeLock is a generous 401(k) plan, tuition reimbursement as well as medical, dental and vision coverage plans. Non-traditional benefits afforded to LifeLock employees include reimbursement for health and wellness programs, paid Volunteer Time Off, free Light Rail/Bus passes and much more.

To learn more about employment with LifeLock, visit [www.lifelock.jobs](http://www.lifelock.jobs).

### About LifeLock

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## LifeLock's Educational Priorities Pay Dividends for Consumers, Law Enforcement in 2010

**Tempe, Ariz.** — In 2010, LifeLock, Inc., the industry leader in proactive identity theft protection, has reached more than 3,500 law enforcement officials and more than 5,500 consumers to share educational curriculum surrounding the growing threats of identity theft. A cornerstone to helping curb the crime, LifeLock's educational initiatives are provided at no-cost to law enforcement agencies and consumer groups.

"Our award-winning educational programs are the foundation to creating a national discussion among consumers and law enforcement agencies nationwide," said Todd Davis, LifeLock Chairman and CEO. "Getting front line law enforcement officials to connect across jurisdictions and speak the same 'language' regarding how to investigate identity theft crimes can ultimately lead to safer communities."

In partnership with the FBI Law Enforcement Executive Development Association (LEEDA), LifeLock will end the year having presented to 30, one and two-day Identity Theft Summits for law enforcement. From Seattle to Boston and from New Orleans to Milwaukee, the free summits bring law enforcement together in an environment to learn from current investigators the varying methods and generations that thieves are using as well as best practices to investigate cases. This program has positioned LifeLock to receive recognition from the Communitas Awards for Leadership in Community Service and Corporate Social Responsibility. The educational program was also recognized by the International Business Awards where the LifeLock Corporate Communications Team was named Communications Team of the Year for their commitment to helping educate law enforcement officials.

"We saw a great need for additional training on identity theft and there is remarkable value in learning about new trends and investigative techniques," said Chief Don Dixon of the Lake Charles, LA Police Department. "In my 38 years of law enforcement, this is the most informative one-day seminar I have attended."

Additionally, LifeLock aims to further educate consumers on identity theft and empower them to start protecting themselves from one of the nation's fastest growing crimes by hosting numerous free educational presentations around the country. The LifeLock Speakers Series program provides attendees with a better understanding of the various risks associated with identity theft, current trends of the crime, and the diverse ways identity theft can happen. In 2010, LifeLock presented to more than 100 organizations, reaching more than 5,500 consumers from Charlotte, NC to Salt Lake City, UT.

"LifeLock's presentation on identity theft was eye-opening, both personally and professionally. We all came away with information that will impact our future actions," said Mary Ann Miller, Tempe Chamber of Commerce President. "The presentation itself was fast moving and engrossing, and well worth the staff time."

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# LifeLock and National Crime Prevention Council Form Strategic Alliance to Help Protect Consumers from Identity Theft

## LifeLock helps crime prevention agency ramp up identity theft protection efforts

**Tempe, Ariz.** — LifeLock, Inc., the industry leader in proactive identity theft protection, and the National Crime Prevention Council (NCPC), recognized for its excellence in helping citizens and communities stay safe from crime, have announced a strategic partnership to help raise awareness of identity theft and inform consumers on how to better help protect themselves against it. According to Javelin Strategy & Research, in 2008 identity theft complaints hit a five-year high with an estimated 9.9 million victims, both LifeLock and the NCPC share a sense of urgency in offering greater education and understanding of this growing crime.

This partnership, the first of its kind, will help to inform and protect Americans through a nationwide educational outreach that will address such topics as the latest trends in identity theft and practical steps consumers can take to lessen their chances of being victimized. In addition, NCPC and LifeLock will collaborate on a new guide entitled Protecting Against Identity Theft: A Practical Guide for Consumers.

"Our strategy is to assemble a collection of agencies that represent victims, law enforcement, elected officials and others with the mission to serve as a voice for consumers," said Todd Davis, LifeLock CEO. "Through our strategic alliance with organizations like the National Crime Prevention Council, we are starting to see a shift in awareness."

LifeLock encourages a three-level approach to help combat identity theft by educating consumers, working with law enforcement and elected officials and aligning strong community support. This approach provides not only educational opportunities for consumers and law enforcement but a platform in which to deliver critical information.

"It's vital that we respond to the growing threats of identity theft in our country," said Ann M. Harkins, CEO of the NCPC. "Our mission is to help the public learn ways to prevent being victimized by criminals. Our partnership with LifeLock furthers that purpose by enabling us to reach more citizens with essential information about how to help protect themselves and their loved ones from identity theft."

Last year, LifeLock representatives met with more than 6,000 consumers nationwide, providing details on the ways that personal information is lost or stolen, current trends in identity theft, and how individuals can minimize their points of vulnerability. Each presentation is tailored to fit the needs of the specific group, whether the audience members are students and faculty of high schools or colleges, employees of businesses, or members of organizations.

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## About the National Crime Prevention Council

The National Crime Prevention Council's ([www.ncpc.org](http://www.ncpc.org)) mission is to be the nation's leader in helping people keep themselves, their families, and their communities safe from crime. To achieve this, NCPC produces tools that communities can use to learn crime prevention strategies, engage community members, and coordinate with local agencies. NCPC was founded in 1982 to manage the National Citizens' Crime Prevention Campaign and McGruff the Crime Dog and to administer the Crime Prevention Coalition of America. Now 25 years after McGruff's first TV appearance, more than 75 percent of children recognize McGruff and over 4,000 law enforcement agencies own a McGruff suit. That's a lot of people

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who know how to "Take A Bite Out Of Crime!"

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## LifeLock Names New Chief Marketing Officer

**Marvin Davis, former Vice President of Verizon Wireless, Joins Rapidly Growing Identity Theft Protection Company**

**Tempe, Ariz.** — LifeLock, Inc., a leader in identity theft protection services, has hired Marvin Davis, to serve as the company's Chief Marketing Officer. As the need for identity theft protection grows, LifeLock continues to broaden its market reach. In this on-going process, Davis will be an invaluable asset in supporting LifeLock's long-term growth.

Prior to joining LifeLock, Davis served as the Chief Marketing Officer for Comcast, the nation's largest cable and high speed internet provider, and before that he was the Vice President of Advertising and Brand Management for Verizon Wireless. Davis assumes responsibility for all of LifeLock's marketing initiatives, as well as overseeing LifeLock's Strategic Partner Sales and Product & Strategy business units.

"Marvin has shown exceptional ability when it comes to establishing and expanding major brands," said LifeLock CEO Todd Davis. "Our growth as an organization has always been fueled by the excellence and innovation of our people. Marvin's experience will only add to our leadership position in the identity theft protection industry."

While at Verizon Wireless, Davis led the development and launch of brand campaigns that helped Verizon Wireless take the leadership position in the wireless category, making Verizon Wireless the single most advertised brand name in America. Throughout Davis's tenure, Verizon led the wireless category in new customer growth.

Davis began his career at Procter & Gamble in 1990 and was a highly regarded Brand Manager when he left in 1995. From there, Davis held Marketing/Management positions of increasing scope at BellSouth, and GTE Wireless. Davis was recognized by BrandWeek as a Top 10 Marketer and by Advertising Age as a Top 50 Marketer, both in 2006.

"I'm excited to be joining the dynamic team at LifeLock," said Davis, "and looking forward to contributing to the company's continued success. As a leader in its industry, LifeLock is positioned for continued expansion. I'm looking forward to being a part of it."

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves when they have a good faith suspicion that they have been or are about to become a victim of identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company and offering consumers the best new service (TrueAddress™) and was recently named to the Top Global Company 250 list by AlwaysOn.

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## LifeLock Announces Next Generation of Services That Help To Combat Identify Theft

**Innovative New Technologies Fight Fraud and Protect Consumers in Real-Time Ground-Breaking Models Help Predict Future Identity Risks - Before Fraud Occurs**

**Tempe, Ariz.** — LifeLock, the industry leader in proactive identity theft protection, today announced the implementation of a new and innovative identity protection system that will provide better and broader protection to current and prospective members. The new system features some of the most sophisticated technologies available, including scientific modeling and multi-point data mining to identify fraud and help protect consumers.

"The implementation of our new identity protection system reflects LifeLock's unyielding commitment to innovation, consumer protection and industry-leading best practices," said LifeLock CEO Todd Davis. "Criminals are devising increasingly complex schemes to defraud consumers. Our services must constantly evolve so we are not one, but two, steps ahead."

LifeLock's better and broader identity protection system will:

- Use more sophisticated and more scientific algorithms to spot identity fraud.
- Examine patterns over time across the entire network to help predict future identity risks and vulnerable members.
- Mine more data sources than the credit bureaus. These additional data sources include retailers, banks, mortgage lenders, utilities, and auto lenders.

In addition to this new identity protection system, LifeLock continues to provide members with a full suite of personal protection services - including WalletLock™, eRecon™, TrueAddress™ and of course our \$1 million total service guarantee in the event you become a victim of identity theft due to a failure in our service. (Restrictions apply. Go to [www.lifelock.com](http://www.lifelock.com) for details.)

LifeLock's new system, which will replace fraud alerts as one of the company's primary consumer protection mechanisms, will be deployed in the coming weeks. "The team at LifeLock will never lose sight of the reason we are in business - to help protect consumers who are vulnerable to identity theft," concluded Davis.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves when they have a good faith suspicion that they have been or are about to become a victim of identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company and offering consumers the best new service (TrueAddress™) and was recently named to the Top Global Company 250 list by AlwaysOn.

### Identity Theft 101

Understanding identity theft and how it can affect you



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## LifeLock, Inc. Wins 2009 ACE Award

### Recognized as Arizona's Fastest Growing Company

**Tempe, Ariz.** — LifeLock received a 2009 Arizona Corporate Excellence (ACE) Award last night in a private awards celebration held at the J.W. Marriot at Desert Ridge in Phoenix. LifeLock, a leader in identity theft protection services nationwide, was acknowledged for being the state's top fastest growing company.

Identity fraud increased 22% to 9.9 million last year raising the incident rate to a 5-year high, according to Javelin Strategy & Research. This underscores the need for the proactive protection services LifeLock offers. In responding to the rapidly expanding consumer demand for better ways to safeguard against identity theft, LifeLock has realized exceptional growth over the last several years, culminating in this award. In 2008, LifeLock's customer base grew by over 204% to 1.51 million. LifeLock currently employs a staff of approximately 450. That's up from 395 in 2008 and 195 employees in 2007.

"It's a tremendous honor for us to receive this 2009 ACE Award," said LifeLock CEO, Todd Davis. "We've seen phenomenal growth over the last few years. We're especially proud to be helping to build our community right here in Arizona. It's been a team effort all the way, and as we continue to grow, we look forward to even greater collaboration with our in-state vendors and partners."

LifeLock was selected based on revenue growth over the most recent two years, using both actual dollar growth and percentage-revenue growth over those same years. This formula puts both small and large companies on an even playing field, and has been used throughout the history of the ACE Awards program.

The goal of the ACE Awards is to develop an increasing sense of knowledge sharing and community among private companies in Arizona. Through participation in the program, the ACE Awards provides a means for executives at all levels to enhance their personal networks. To qualify for the ACE Awards, a company must be headquartered in Arizona, privately held and for-profit. Companies from the following industries are excluded: Professional services (accounting, tax, legal, consulting, etc.), governmental organizations, banking and financial services, real estate brokers, and investment banking.

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves when they have a good faith suspicion that they have been or are about to become a victim of identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company and offering consumers the best new service (TrueAddress™) and was recently named to the Top Global Company 250 list by AlwaysOn.

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## LifeLock, Inc and Arthritis Foundation Team Up

Company offers easier enrollment and the opportunity to support an important cause

**Tempe, Ariz.** — With identity theft complaints reaching a 5-year high, and the cost to consumers increasing the longer the fraud goes undetected, according to Javelin Strategy & Research the urgency to guard against this crime has increased as well. Through a new partnership announced today between LifeLock, Inc., a leader in identity theft protection services, and the Arthritis Foundation, Foundation members can now receive LifeLock's services at a special discounted rate.

Over 46 million adults are affected by arthritis, making it the most common cause of disability in the United States, according to the Arthritis Foundation. For arthritis sufferers stress relief is a major priority.

According to the 2009 Javelin Identity Fraud Survey Report, the number of identity fraud victims increased 22% to 9.9 million adults in 2008. The report found that the total annual cost of identity fraud to Americans last year was \$48 billion. This partnership makes LifeLock's services more accessible to Arthritis Foundation members through the reduced cost.

"The partnership will allow LifeLock to better support people with arthritis from becoming victims of identity theft," said Steve McGrady, LifeLock Vice President of Partner Sales. "We are continuously looking for innovative ways to educate consumers on the dangers of identity theft, and this new partnership allows us to reach folks who can particularly benefit from what we do."

"The Arthritis Foundation appreciates this exciting new relationship with LifeLock, and we are proud that the company recognizes the importance of our mission," said Scott Walters, Group Vice President Corporate Relations Arthritis Foundation.

### About LifeLock

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### About the Arthritis Foundation

The Arthritis Foundation is the leading health organization addressing the needs of some 46 million Americans living with arthritis, the nation's most common cause of disability. Founded in 1948, with headquarters in Atlanta, the Arthritis Foundation has multiple services points located throughout the country. The Arthritis Foundation is the largest private, not-for-profit contributor to arthritis research in the world, funding more than \$400 million in research grants since 1948. The foundation helps individuals take control of arthritis by providing public health education; pursuing public policy and legislation; and conducting evidence-based programs to improve the quality of life for those living with arthritis. For more information, visit [www.arthritis.org](http://www.arthritis.org) or call 1-800-283-7800.

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Understanding identity theft



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NOVA Launches Identity Theft Task Force

**Alexandria, VA** — As the number of incidents of personal victimizations continue to rise across the country, the National Organization for Victim Assistance (NOVA) has launched an Identity Theft Task Force to address the issues of identity theft that face consumers every day.

Chaired by the Honorable Chief Justice Richard Barajas, NOVA's Identity Theft Task Force will address critical issues of the crime and develop a set of best practices for victim advocates across the nation. The Task Force will also work towards building educational curriculum for consumers related to the crime of identity theft. Barajas is a nationally recognized lecturer on the proper balancing of the constitutional rights between the criminal defendant and the victim.

"We believe that this is a critical time to form this Task Force as the reported cases of identity theft continue to rise across the United States," said Will Marling, Executive Director of NOVA. "By assembling a collection of thought leaders with a variety of backgrounds from law enforcement and victim advocacy, we believe that we will be able to further spread an educational message to consumers about what they can do to protect themselves from becoming a victim of this crime."

Joining Chief Justice Barajas on the Identity Theft Task Force include: Paul Babeu, Sheriff, Pinal County (AZ); Cindy Charlebois, Director, San Diego County District Attorney's Victim Assistance Program; James Gierke, Victim Advocate (AZ); Margaret Garvin, Executive Director, National Crime Victim Law Institute (OR); Robert Krakauer, Executive Vice President, CFO, LifeLock (AZ); Will Marling, Executive Director, National Organization for Victim Assistance (VA); Joe Myers, Executive Director, National Indian Justice Center (CA); Felicia Nu'Man, Assistant Commonwealth's Attorney, Jefferson County (KY); Cheryl Ricciardi, Statewide Crisis Response Coordinator, Florida Crisis Response Team, Office of the Attorney General; Cynthia Taylor, Director, Consumer Protection Division, Boulder District Attorney's Office (CO) and Lawrence Wilson, Executive Director, Identity Theft Victims Support Group of North America (TX).

About NOVA

The National Organization for Victim Assistance (NOVA) is a private, non-profit, 501(c)(3) organization of victim and witness assistance programs and practitioners, criminal justice agencies and professionals, mental health professionals, researchers, former victims and survivors, and others committed to the recognition and implementation of victim rights and services. Founded in 1975, NOVA is the oldest national group of its kind in the worldwide victims' movement. NOVA's mission is to promote rights and services for victims of crime and crisis everywhere.

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Understanding identity theft and how it can affect you



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## MENTOR Celebrates National Crime Prevention Month with Success of SafetyNET Program

SafetyNET program, sponsored by LifeLock, protects countless numbers of children

**Alexandria, VA** — MENTOR applauds the National Crime Prevention Council for making October the official month, known as National Crime Prevention Month, for recognizing and celebrating the practice of crime prevention, while promoting awareness of important issues such as victimization, volunteerism and creating safer, more caring communities. MENTOR has seen first-hand how critical it is to be prepared with the right tools to prevent the wrong people from connecting with America's children.

A critical prevention tool in MENTOR's stable of resources is SafetyNET. SafetyNET allows mentoring organizations to conduct fingerprint-based criminal background checks on potential mentors, using the FBI's master criminal record database, which includes records on approximately 45 million Americans who have committed criminal offenses. These records include state criminal data, as well as federal offenses. SafetyNET operations are generously sponsored by LifeLock, the leader in identity theft protection.

In 2003, Congress passed a criminal background check pilot program as part of the PROTECT Act. The program is the culmination of several years of advocacy work, which was undertaken because the available criminal background check systems were often cumbersome, expensive and inaccessible. The SafetyNET program is the precursor to what MENTOR hopes will be a permanent system for obtaining criminal background checks on volunteers who work with children.

"MENTOR is proud to be executing the SafetyNET nationwide pilot that has helped protect countless children in youth-serving organizations," said Tonya Wiley, chief administrative officer of MENTOR. "Nearly 65,000 FBI fingerprint checks have been conducted through the PROTECT Act pilot over the past five years, and 6.1 percent of potential volunteers were found to have criminal records of concern - more than 2,000 individuals."

"Until the SafetyNET pilot program was launched, it was very difficult for mentoring organizations to determine criminal records of individuals across state lines. LifeLock's commitment to safety for all Americans, especially our most vulnerable children, is unwavering," said Todd Davis, CEO of LifeLock. "Sponsoring the operations for SafetyNET is something we simply had to do. We are honored to be celebrating the success of this momentous program during National Crime Prevention Month and look forward to its continued success."

The SafetyNET process is simple. A mentoring organization applies to MENTOR through an online application, which is posted at <http://www.mentoring.org/safetynet>. The cost for the FBI fingerprint check is \$18. The current response time averages five business days from the date MENTOR receives the background check request.

The SafetyNET pilot will continue until January 31, 2010. MENTOR, along with LifeLock and other supporters, is advocating for and working with Congress on legislation that would create a permanent successor to SafetyNET (H.R. 5606 and S. 2756).

### About MENTOR

MENTOR is the lead champion for youth mentoring in the United States. An estimated 17 million children in America need and want mentors. MENTOR helps kids in need through building: a capacity of mentoring programs nationwide; quality for mentoring in general (through standards, cutting-edge research and state-of-the-art tools); and capital (MENTOR helps the mentoring movement raise funds to continue its critical work). MENTOR works closely with State Mentoring Partnerships and more than 4,600 mentoring programs throughout the country, serving more than three million children. Founded in 1991, MENTOR is headquartered in Alexandria, Virginia.

### About LifeLock

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LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves from identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company, by AlwaysOn to the Top Global Company 250 list and most recently by Arizona Corporate Excellence as Arizona's Fastest Growing Company.

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## LifeLock's Expanded Identity Theft Protection Service Launches Successfully

Next generation of identity theft protection effectively tracks more than 62,000 applications

**Tempe, Ariz.** — As identity theft continues to grow, the methods and strategies used by fraudsters have developed as well. In response to the increased sophistication of identity theft perpetrators, and the need to provide consumers with broader protection, LifeLock, Inc. recently launched LifeLock Identity Alert™ system, the next generation of proactive identity theft protection.

In less than two months, LifeLock Identity Alert™ system has detected more than 1,801 fraudulent applications for credit and services on behalf of LifeLock members, all of which were blocked before any damage could be done. In all, more than 62,000 applications have been successfully monitored and reported to LifeLock members, fulfilling the service's mission of providing even broader identity theft protection.

LifeLock Identity Alert™ system uses multiple technologies and data sources to help better defend LifeLock members against the inherent risks of identity theft. Some of these technologies have been used for almost a decade by leading Fortune 100 companies as well as government agencies to help shield both organizations and consumers from identity theft and fraud.

"We know that identity thieves are constantly coming up with new ways to try to defraud consumers," said LifeLock CEO Todd Davis. "It's our strategy to continue to develop new services that meet the challenge. We're extremely gratified to see that LifeLock Identity Alert™ system is getting the job done on behalf of our members. This represents a major advance in the battle against this crime."

LifeLock Identity Alert™ system offers broader identity coverage, greater control, and early notification of both credit and non-credit related identity threats by searching more than 45 million data points daily and 30 million consumer transactions each month. This advanced detection system can identify fraudulent applications for many forms of both credit and non-credit related services. These include many but not all retail credit cards, mortgage loans, and auto loans, as well as non-credit related transactions such as wireless services, utilities, check orders and reorders, and non-credit related payday loans.

In the event the LifeLock Identity Alert™ system detects a member's information in an application, for many forms of credit and/or services, LifeLock will alert the member of the application by email, postal mail, and/or phone. If the application is fraudulent, the LifeLock remediation team will take action to help protect the member's good name.

### About LifeLock

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## Phi Kappa Phi Aligns with LifeLock

**Tempe, Ariz.** — According to Gallup's most recent survey on crime, identity theft ranks as the number one crime concern on American consumers' minds with two out of three U.S. adults reporting they worry "frequently" or "occasionally" about being victimized by identity theft. In order to help put more minds at ease, LifeLock, Inc., the industry leader in proactive identity theft protection, and Phi Kappa Phi, the nation's oldest, largest, and most selective honor society for all academic disciplines, recently entered into a partnership that will provide Phi Kappa Phi members with LifeLock services at a discounted rate.

"Our proven, proactive resources are an excellent match for Phi Kappa Phi's global network of scholars and professionals," said Steve McGrady, LifeLock Vice President of Partner Sales. "At a time when identity theft complaints continue to rise, partnering with organizations like Phi Kappa Phi is critical to continue the awareness and education of the crime."

Because Phi Kappa Phi members typically excel in academics while in college and go on to pursue lucrative careers, they could become higher-income consumers. As a result, they may be more likely to experience identity fraud, according to Javelin Strategy & Research.

"Phi Kappa Phi's smart and savvy members count on us to help keep them ahead of the curve throughout their academic and professional lives," said Dr. Perry A. Snyder, executive director of The Honor Society of Phi Kappa Phi. "By partnering with LifeLock, we can provide our members with the tools they need to help protect themselves from identity theft. With its emphasis on consumer education, LifeLock is a valuable addition to our member benefits program."

Last year, LifeLock representatives met with more than 6,000 consumers to present current trends in identity theft, methods for minimizing risks, and details on the various ways personal information is lost or stolen. Each presentation is tailored to fit the needs of the specific group, whether the audience members are students or faculty of high schools or colleges, employees of businesses, or members of organizations like Phi Kappa Phi.

### About LifeLock

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### About Phi Kappa Phi

Phi Kappa Phi ([www.phikappaphi.org](http://www.phikappaphi.org)) is the nation's oldest, largest, and most selective honor society for all academic disciplines. Founded in 1897 at the University of Maine, the group's mission is to recognize and promote academic excellence in all fields of higher education and to engage its community of scholars in service to others. Since its founding Phi Kappa Phi has initiated more than one million members into its ranks and now have chapters on more than 300 campuses in the United States, Puerto Rico, and the Philippines.

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## Cabela's Inc. Offers Customers Identity Protection from LifeLock

**SIDNEY, Neb.** — Cabela's Incorporated (NYSE: CAB), the World's Foremost Outfitter of hunting, fishing and outdoor gear, and LifeLock, Inc., the industry leader in proactive identity theft protection, have partnered to provide Cabela's customers a special offer, to help protect their identity.

Cabela's will initially offer LifeLock's services to its Cabela's CLUB Visa cardholders. CLUB members enrolling in LifeLock's services will receive a special offer, including a 10% discount off the standard rate, a 30-day free trial and a \$10 Cabela's gift card. Following the offering to CLUB Visa cardholders, Cabela's will offer LifeLock's services to the remainder of its customers through a variety of marketing channels.

"Customers put their trust in Cabela's and we are proud to partner with LifeLock to ensure we are doing everything we can to earn that trust," said Tommy Millner, Cabela's Chief Executive Officer. "This offer lets CLUB Visa customers enjoy the outdoors without worrying about protecting their identity."

"LifeLock values world class organizations that offer their customers different levels of benefits," said Steve McGrady, LifeLock's Vice President of Partner Sales. "This partnership will allow CLUB members to have peace of mind knowing that they have identity theft protection, especially when using their CLUB Visa credit cards."

### About Cabela's Incorporated

Cabela's Incorporated, headquartered in Sidney, Nebraska, is a leading specialty retailer, and the world's largest direct marketer, of hunting, fishing, camping and related outdoor merchandise. Since the Company's founding in 1961, Cabela's has grown to become one of the most well-known outdoor recreation brands in the world, and has long been recognized as the World's Foremost Outfitter. Through Cabela's growing number of retail stores and its well-established direct business, it offers a wide and distinctive selection of high-quality outdoor products at competitive prices while providing superior customer service. Cabela's also issues the Cabela's CLUB Visa credit card, which serves as its primary customer loyalty rewards program. Cabela's stock trades on the New York Stock Exchange under the symbol "CAB".

### About LifeLock

LifeLock, Inc. ([www.lifelock.com](http://www.lifelock.com)) is an industry leader in proactive identity theft protection. Since 2005, LifeLock has been providing consumers with the tools and confidence they need to help protect themselves when they have a good faith suspicion that they have been or are about to become a victim of identity theft. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by the American Business Awards as Best Overall Company and offering consumers the best new service (TrueAddress™) and was recently named to the Top Global Company 250 list by AlwaysOn.

### Identity Theft 101

Understanding identity theft and how it can affect you



► Learn more

► Learn more

### How LifeLock Works

See why LifeLock is a leader in Identity Theft Protection.



► Learn more

### Help Protect Yourself

LifeLock's protection for Individuals is secure.



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## ? Did you know...

4.9% of U.S. adults fell victim to identity theft in 2011.<sup>†</sup>

## Laws & Attraction: Dating an Identity Thief



Most people have had their share of dating horror stories—bad breath, rude behavior, maybe a blind date gone wrong. But what about a date that ends up stealing thousands of dollars?

Imagine finding that perfect someone. The glass slipper fits and the first few months are perfect—romantic dates, deep conversations and maybe even a blissful vacation. And then you find out that special someone has been using your Social Security number to open dozens of

new credit cards.

Think it couldn't happen to you? Whitney K. thought so, too.

### Far From a Fairytale

Whitney ended up spending nine months of her life with a man who drove expensive cars, took her on luxurious vacations and stole thousands of dollars of her hard-earned money.

"It kind of hurt; other people tell me how I could be so naive. But they don't know the lengths this person was going to," Whitney explains. Her boyfriend had created fake online profiles, a fake work website and his family was even in on his game. (*Whitney became a LifeLock member shortly after these events and was willing to tell her story*).

Whitney's experience is just one of many romance scams. Both the Better Business Bureau (BBB) and the Federal Trade Commission (FTC) have reported increased incidents of love-struck victims scammed via online dating sites.<sup>1</sup>

Thieves have been known to meet their targets on online dating sites and create an often-charming, but completely imaginary, persona. Lovelorn victims end up sending money, disclosing information and wasting time with a complete façade.

In 2011, a Philadelphia scammer charmed his way into the hearts of several naïve bank workers at many American banks. The goal? Obtain account numbers, Social Security numbers and whatever else he could get.

He selected his prey based on their close proximity to private banking information, and he manipulated his way into getting exactly the information he needed. The man ended up stealing more than \$1 million out of existing bank accounts.<sup>2</sup>

### Your Evil Step Sister

Even if falling in love with an identity thief seems far-fetched, 'friendly fraud' has become a serious problem. Friendly fraud? That's when somebody you know personally—a friend, significant other, family member or coworker—is living a double life as an identity thief and targets you as the next

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victim. The scam artist may use your close relationship to takeover your credit or bank accounts

According to Javelin Strategy & Research, in 2011, 47% of account takeover fraud victims reported that they had become targets as a result of 'friendly fraud'. The percent of account takeover frauds committed through 'friendly fraud' increased significantly from the 35% reported in 2010.<sup>3</sup>

Plus, victims of 'friendly fraud' cite a mean fraud amount of \$3,544 compared to overall fraud victims' amount of \$1,513.<sup>3</sup>

**Don't Be Charmed**

Instead of jumping head first into a potentially dangerous relationship, be cautious of these storybook warning signs.

1. **Spinning Straw Into Gold:** Luxury vehicles, designer clothing and extravagant vacations might be normal for a celebrity, but if your new fling drives a Mercedes but works a 40K job, you might want to start asking questions.
2. **A Growing Nose:** Not revealing the truth walks a fine line with blatant lying. An aura of secrecy might seem mysterious at first, but it could also mean your love interest is hiding something—like his real identity.
3. **Throw Down Your Hair:** He loves you, but he can't afford to come visit you. This is a common scheme that continues to trick enchanted victims. Don't send money to someone you don't fully trust.

The bottom line is that an identity thief could be anyone. Privacy is always crucial—no matter how well you know the person.

Real Members sharing their stories for LifeLock. Whitney K. October 2012.

<sup>1</sup> "Protect Your Heart From Online Dating Scams." Better Business Bureau. February 15, 2012. <http://greatermd.bbb.org/article/protect-your-heart-from-online-dating-scams-32630> Accessed October 26, 2012.

<sup>2</sup> Blumenthal, Jeff. "Identity Theft Perpetrator Used Romance to Get Account Information." Biz Journals. June 28, 2011. <http://www.bizjournals.com/philadelphia/news/2011/06/28/identity-theft-perpetrator-used.html> Accessed October 26, 2012.

<sup>3</sup> 2012 Identity Fraud Survey Report. Javelin Strategy & Research. February 2012.

<sup>†</sup> Federal Trade Commission. "Consumer Sentinel Network Data Book For January – December 2011." February 2012.

<sup>†</sup> Javelin Strategy & Research. "2012 Identity Fraud Report: Social Media and Mobile Forming the New Fraud Frontier." February 2012.



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### ? Did you know...

11.6 million adult victims of identity fraud in 2011.†

## Protecting Kids from ID Thieves

**Protect Your Kids from ID Thieves**

Modern life has taken a lurch in recent years toward greater transparency. We share our locations, our desires, our likes and dislikes, who we are with and who we think about, day and night, live online. And this oversharing puts us at risk for identity theft and fraud.

**Kids are no exception.**  
An estimated 142,000 identity frauds are perpetrated on children each year in the U.S., reports security research firm ID Analytics.

**What can you do** to help keep your kids safe while not denying them access to being online? Follow this age-stepped guide, which spotlights the facts and the risks, and offers expert advice.

### Birth and Infancy

**BY THE NUMBERS**

- 32%** Increase from 2010 to 2011 in data breaches at health organizations in the U.S.<sup>2</sup>
- 99%** of mothers give birth in hospitals (2009)<sup>1</sup>
- 4+** million babies are born in the U.S. every year<sup>1</sup>
- >10%** of minors have had their Social Security numbers used to perpetrate fraud, according to a Carnegie Mellon
- 18 years** Time it could take to discover a child's identity has been stolen

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**WHERE THE KIDS ARE VULNERABLE**

...and, according to a Carnegie Mellon University study<sup>3</sup>

-  Birth certificates and Social Security numbers stored in quasi-public places (insecure hospital records)
-  Ages, addresses and names appearing in birth announcements in newspapers and on Facebook and Twitter

**PROTECT YOUR FAMILY**

Consider applying for your newborn's Social Security number directly from the Social Security Administration, rather than in the hospital. Just remember that you'll need it soon to obtain medical coverage and apply for some government services, as well as to claim your children on tax returns. Limit birth announcements to family and close friends. Put all documents with personal information—especially SSNs—in a safe or a bank safety deposit box.

*"Thieves just add 20 years to the child's age and apply for credit in his or her name," says Stephen Coggeshall, Ph.D., chief technology officer at ID Analytics in San Diego, Calif.*

**Schools and Sports**

**BY THE NUMBERS**

- 26** Number of states in which schools collect Social Security numbers of students, even though state law does not require it<sup>4</sup>
- 16** Number of states that warehouse students' Social Security numbers<sup>5</sup>
- 40+** Number of states that do not have clear data retention policies for student information, according to a 2009 study from the Fordham Law School Center on Law and Information Policy, making them "likely to hold student information indefinitely"<sup>5</sup>

**North Carolina, 2009:** Thousands of postcards with student Social Security numbers printed on the front are accidentally mailed out.<sup>6</sup>

**New York, 2009:** 15 boxes of students' birth certificates and Social Security cards are dumped onto a sidewalk outside a school.<sup>6</sup>

**WHERE THE KIDS ARE VULNERABLE**

-  Every situation in which you or your child is asked to provide his or her Social Security number. Increasingly, private sports leagues and preschools have come to rely on the unique identifier.

**PROTECT YOUR FAMILY**

Give out your child's SSN only in situations where the law requires it, and those times are few. Always ask. Educate your child about the importance of protecting his or her information.



 **Teen Years**

**95%** 

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**BY THE NUMBERS**

**500+**  
Amount of new data in terabytes that Facebook processes every day<sup>7</sup>

**48%** **BUY**  
of teen Web users buy products online<sup>6</sup>

**92%**  
of kids ages 12-13 are online<sup>6</sup>

**80%**  
of teens use an Internet networking site such as Facebook<sup>6</sup>

**WHERE THE KIDS ARE VULNERABLE**

Social networking sites and phishing scams. Kids believe they are indestructible. Boundaries and rules seem like lines to be tested, not a matter of personal safety. Facebook, for instance, expressly forbids users under 13.

**31%** of kids ages 14-17 own a smartphone<sup>6</sup>

**PROTECT YOUR FAMILY**

"As kids emerge on social networks, it's good practice for parents to have access to the account," says Coggeshall. Never share birthdays, addresses or Social Security numbers, and set privacy levels high, he says.

**College**

**BY THE NUMBERS**

**\$19 million**  
Number of students who applied for federal student aid in 2010-2011<sup>8</sup>

**66%**  
of all undergrads receive financial aid<sup>9</sup>

**\$9,100**  
Average annual aid per student<sup>9</sup>

**4.6**  
Average number of credit cards college students carry<sup>10</sup>

**\$3.56 billion**  
Amount of losses from credit and debit card fraud in 2010 in the U.S.<sup>11</sup>

**\$3,173**  
Average credit card debt carried by college students<sup>10</sup>

**3,300,000**  
Number of student borrowers whose information was stolen in March 2010 from Educational Credit Management Corp.<sup>12</sup>

**WHERE THE KIDS ARE VULNERABLE**

The federal government sets the bar high on privacy when applying for aid; college financial aid offices, however, can be less secure. Also, new habits, friends and surroundings can disorient a young

If you suspect student loan fraud, contact the Office of the Inspector

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student. ID thieves know that students often begin using checking accounts, sign cellular contracts and obtain their first credit cards. Carrying revolving debt leads to a steady flow of credit applications and statements headed to mailboxes and email inboxes.

General of the U.S. Department of Education: [oig.hotline@ed.gov](mailto:oig.hotline@ed.gov) or 1-800-MIS-USED.



## PROTECT YOUR FAMILY

"If you get account statements, get them electronically. Don't leave them lying around in a dorm room," says Coggeshall. Open Wi-Fi networks are a problem, he points out, and public computers can be bugged with devices that track keystrokes. "Treat public computers as if everything you are typing is observed by the world," Coggeshall explains. "That means no sites that need passwords, and definitely not your bank." Tell your child to avoid co-signing documents for others—if new roommates disappear overnight, your kids will be stuck with the bills.

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† Federal Trade Commission. "Consumer Sentinel Network Data Book For January – December 2011." February 2012.

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## ? Did you know...

4.9% of U.S. adults fell victim to identity theft in 2011.<sup>†</sup>

## Children ID Theft Protection



### Does your child have a bigger mortgage than you?

Although it sounds impossible, it isn't. Identity thieves target children's unused Social Security numbers and commit all kinds of crimes.

A Carnegie Mellon CyLab study, the largest child ID theft report ever published, came to some sobering conclusions. First, 10.2% of children in the report had someone else using their Social Security number—that's 51 times higher than the rate for adults in the

same population.<sup>1</sup> And of course you're wondering what an identity thief could possibly do with a child's Social Security number. After all, children don't even work. Well, the CyLab study discovered that child IDs are used to do everything from buying a home or automobile, open credit card accounts, get a driver's license or even to get a job.

The largest fraud in the study? \$750,000, was committed against a 16 year old girl. No, this not a typo. How about the youngest victim? Five months old.<sup>1</sup>

Children's identities are a gold mine. There is no credit history to get in the way and the child usually won't access information for a very long time—so the likelihood of getting caught is low. Identity criminals can attach any name and birthdate to these Social Security numbers, and they can even sell them to other shady characters.

### CyLab suggests these steps to lower the potential for your child's identity to be stolen.

- Watch for mail in your child's name. If they suddenly begin to get pre-approved credit card or financial offers, they could have an active credit file.
- Make sure your children understand how important it is to keep their data private, including on social networking sites.

Parents are advised to monitor their children's identity just as diligently as their own. The impact of identity theft on a child's credit can be substantial. As they grow toward adulthood, damaged credit can affect everything from the ability to get a student loan, car loan, apartment or even a job.

<sup>1</sup> Carnegie Mellon CyLab. [www.cylab.cmu.edu](http://www.cylab.cmu.edu)

<sup>†</sup> Federal Trade Commission. "Consumer Sentinel Network Data Book For January – December 2011." February 2012.

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11.6 million adult victims of identity fraud in 2011.†

## Identity Theft and Your Credit Score



### Lenders need to know if you'll pay them back.

When you apply for a car loan, mortgage or credit card, lenders want to know their level of risk in approving the loan. Your credit score is the measurement of your credit worthiness, and is a major factor in whether you get the loan and the interest rate you pay.

Monitoring credit scores can be a real inconvenience for many people. So they usually wait until something

goes wrong before checking their scores. But waiting too long can be costly. When identity thieves have your personal information, their fraudulent activity is reflected on your credit score and credit report. And monitoring both could help you minimize the damage to your good name and credit.

### High scores win the credit game.

Your credit score is calculated to provide a quick snapshot of your credit worthiness. It's known as a FICO score, and it was initiated by Fair Isaac Corporation in 1958. It's a quantitative, analytical way lenders use to determine whether you'll be able to make your loan payments. When you hear someone say their credit is in the 700s, they're reporting their FICO score. While your credit score is a good indicator of credit worthiness, your credit report gives lenders even more insight.

Your credit report is a detailed history of your loans and payments. Miss a payment and it's noted. Take out too many loans and it's noted. The credit report also includes all your credit cards and payment history. It will show if you've been denied a loan or credit card.

### Keep your eye on the numbers.

When your credit score falls, a red flag should go up and you should immediately pull a credit report to learn why. Credit reports are available from three major reporting bureaus: TransUnion, Experian and Equifax. You'll probably have to pay, but there are circumstances that allow you to get a credit report without paying a cent.

Are you eligible for a FREE credit report?

- Everyone is entitled to one free credit report per year—no questions asked.
- If you were recently denied credit, you can get the report to learn why.
- Unemployed workers who plan on seeking full-time employment within 60 days can also receive a free credit report.
- Anyone who receives public welfare can receive a credit report at no cost.

It is important to note that as helpful as credit scores are, they are reactive. So by the time you notice a meaningful drop in your score, the damage has already been done.

With your personal information, identity thieves can shop 'till they drop and leave you with a bag full of bad credit. If you don't get it fixed, the spree that began with your good name could end with a ruined credit reputation.

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† Federal Trade Commission. "Consumer Sentinel Network Data Book For January – December 2011." February 2012.

† Javelin Strategy & Research. "2012 Identity Fraud Report: Social Media and Mobile Forming the New Fraud Frontier." February 2012.

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### ? Did you know...

11.6 million adult victims of identity fraud in 2011.<sup>†</sup>

## Social Networks and ID Theft



### So you have a zillion “friends” on your social network. Sure about that?

More than half of U.S. adults actively use social sites such as Facebook and Twitter.<sup>1</sup> Identity thieves are discovering the potential for financial gain by incorporating pieces of the everyday information users readily make available on these sites.

The information isn't difficult to get, either. According to a 2012 study by Javelin Strategy & Research, over 30% of social network users post their birth date. 47% share their email address and another 12% their phone number.<sup>1</sup>

By combining this information with seemingly everyday facts like birthplace, school names, locations and pet names, a smart identity thief can piece together a pretty hefty victim profile. Some of these crooks are real pros.

### More social network members creates more opportunity.

With the tremendous growth of social networking, thieves are developing new approaches. They'll try to “friend” the target and gain more access to their lives and personal information. Another method is called “clickjacking.” Thieves create malicious news and information pages where the function of a button is not what it seems. As viewers “like” and share the page with other friends, more and more victims are collected.

Spam, phishing and malware on social sites are also growing. These attacks go beyond targeting an individual's online profile and information. They aim to obtain access to the personal and financial information that is stored on the person's computer, including passwords, login identities, banking data and other highly sensitive information.

### Safeguard yourself from friends who really aren't.

There are ways you can protect yourself from those who pretend to be friends. First of all, consider all information, no matter how harmless it may seem, as a potential advantage for identity thieves. Use the privacy settings each social site provides to limit the amount and exposure of your personal information. Don't post birth dates, children's or pet's names, phone numbers or other specific data. Know and manage your online friends and be wary of strangers. Once they become “friends” you could inadvertently become their friendly banker.

<sup>1</sup> Javelin Strategy & Research. “2012 Identity Fraud Survey Report.” 2/12.

<sup>†</sup> Federal Trade Commission. “Consumer Sentinel Network Data Book For January – December 2011.” February 2012.

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## Mobile Wallet



### A Mobile Wallet will need to be secured differently.

With all the new smartphones being launched this year, you're probably hearing a lot more about terms such as Mobile Wallet and Near Field Communications (NFC). Sooner or later (bet on sooner) they're sure to impact you directly.

The Mobile Wallet may eventually replace the contents of your oh so cool imported leather wallet. Instead, everything will be digitized and stored in your smartphone—credit cards, banking information, retail

store cards, coupons, boarding passes, loyalty cards, movie tickets. Want to make a purchase? Just wave your phone and get on your way.

Here are the three current approaches you've probably heard the most about:

1. Google Wallet. Allows you to store credit and debit cards on your Android phone and just tap the back of your phone on an NFC terminal at the point of sale. (More about NFC later.)
2. Apple Passbook. Apple users with iOS6 devices can create a virtual wallet to hold their movie or sporting event tickets, store membership cards, boarding passes, hotel confirmations and more.
3. Windows 8 phone users will also have NFC capability and tap-to-pay.

### What is NFC?

Near field communications is technology that allows close-proximity two-way communication between a mobile device and an NFC enabled payment terminal. Actual field implementation is still limited but mobile commerce is expected to increase over time.

### How is all this connected to security and identity fraud?

The more personal information you have on your phone, the more secure it should be. According to the February 2012 Identity Fraud Survey Report by Javelin Strategy & Research, smartphone users are 35% more likely to experience fraud than the average consumer. That's huge. And if you're already 35% more likely to experience fraud because of your smartphone, what happens when you store even more financial information on it?

### Begin with these steps to make your smartphone more secure.

- Create an access password for your phone
- Log out of open apps

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- Be careful about downloading free apps from app stores you're not familiar with, they could contain malware
- Don't post personal information on social sites
- Monitor your credit card use and promptly check your statements

A mobile wallet may become a real convenience for you, but take some extra precautions so it isn't equally convenient for an identity thief.

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## File Sharing



### Learn Not To Share

Forget everything you've learned about the golden rule and sharing with others. When you're online, it's survival of the cautious. One of the most common ways identity thieves get a hold of information is through peer-to-peer, file-sharing networks. And it's not as high-tech as it sounds. In fact, your 13-year old might use it every single day.

### So what is file sharing?

Peer-to-peer (P2P) file-sharing technology was developed for people to share music, documents, games and more from one computer to another on one network. Remember Napster? It was one of the first P2P networks to become a popular, consumer-friendly site. Napster may not be offering free downloads anymore, but several networks have gained fame over the years including UTorrent, Limewire, Kazaa, Piratebay and more.

It may be commonly used for entertainment purposes, but the technology is also a useful tool for identity thieves.

### What are the identity theft risks?

Without the proper security measures in place, file-sharing users are putting themselves at risk for a long list of Internet crimes:

- **Hidden Code:** P2P networks have millions of users and even more available files. With such a huge scope, there's no way to verify the legitimacy and safety of these files. The files you download could actually contain malicious code that attacks your computer with worms, malware, viruses, spyware and more. And the infection could go completely undetected. Many of these malicious programs are designed to aid identity thieves by stealing your personal information. For more information, click [here](#) and [here](#).
- **Open Exposure:** Not all information leaks are due to attack. File sharing is based in the process of allowing others to access your computer and download a file. You have to connect your computer to the shared network. A network with sophisticated security will force you to specifically select which files you want to share. However a poorly regulated network may have default settings which grant others access to a lot more than you had in mind. They could get access to any files shared on your computer—tax returns, bank statements and more.
- **Disabled Security:** Many file-sharing networks and software require you to change your security settings—disable a firewall or open a port. A message may pop up asking you to do so or you may have to go into your browser settings. It may appear to be a harmless change but by disabling security features, you are putting your computer at a greater risk.
- **Jail Time:** Although not directly related to identity theft it's important to note that people are

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prosecuted for Internet piracy and file sharing crimes every year. You may think it seems harmless to download your favorite new song or a blockbuster new release, but by doing so you are cutting out the credit due to the creators and managers of this content. That's why file sharing receives such legal scrutiny—it's stealing. There are many other options out there today to get free content legally and safely, so file sharing just isn't worth the risk.

**So what? I don't use file-sharing software.**

Keep in mind that even if you don't personally use file-sharing software, other people do. And those other people might be storing your personal information. The receptionist at your doctor's office could use a file-sharing network. Or a teacher at your child's school. Even a coworker could be putting your information at risk. So be careful whom you give your information to, and take as many precautionary steps that you can to keep your identity protected.

To learn about DIY identity theft protection, click [here](#).

For more information about P2P file sharing, click [here](#) and [here](#).

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† Federal Trade Commission. "Consumer Sentinel Network Data Book For January – December 2011." February 2012.

† Javelin Strategy & Research. "2012 Identity Fraud Report: Social Media and Mobile Forming the New Fraud Frontier." February 2012.



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### ? Did you know...

Identity fraud cost Americans \$18 billion in 2011.<sup>†</sup>

## Protecting Your Password Infographic

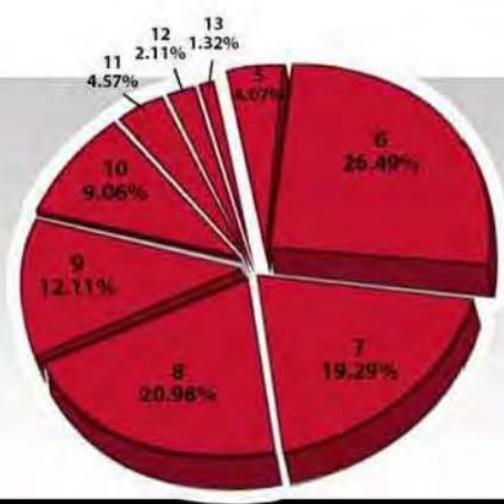
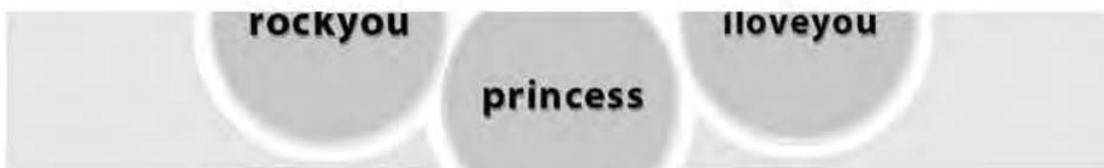
# HOW HACK-FRIENDLY IS YOUR PASSWORD?

Maintaining your online security is imperative in today's growing digital era. Over 8 Million Americans were victims of identity theft in 2011.

### How safe are you?



FTC-0000663



# AMOUNT OF CHARACTERS USED IN PASSWORDS

## HOW FAST CAN HACKERS CRACK YOUR PASSWORD?



**NOOB**

USES ONLINE WEB-BASED APPLICATION THAT CONDUCTS 1,000 GUESSES PER SECOND

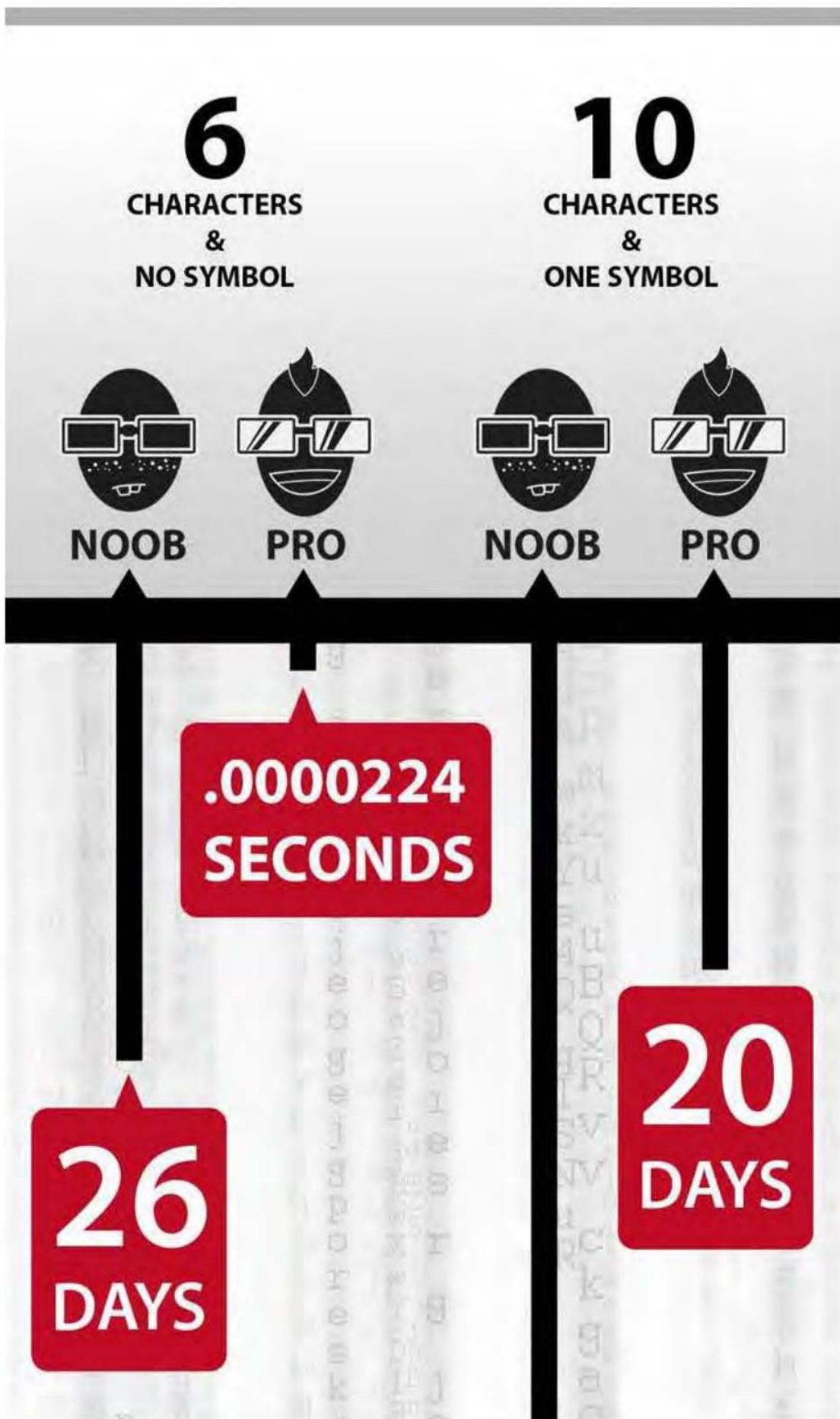
VS.



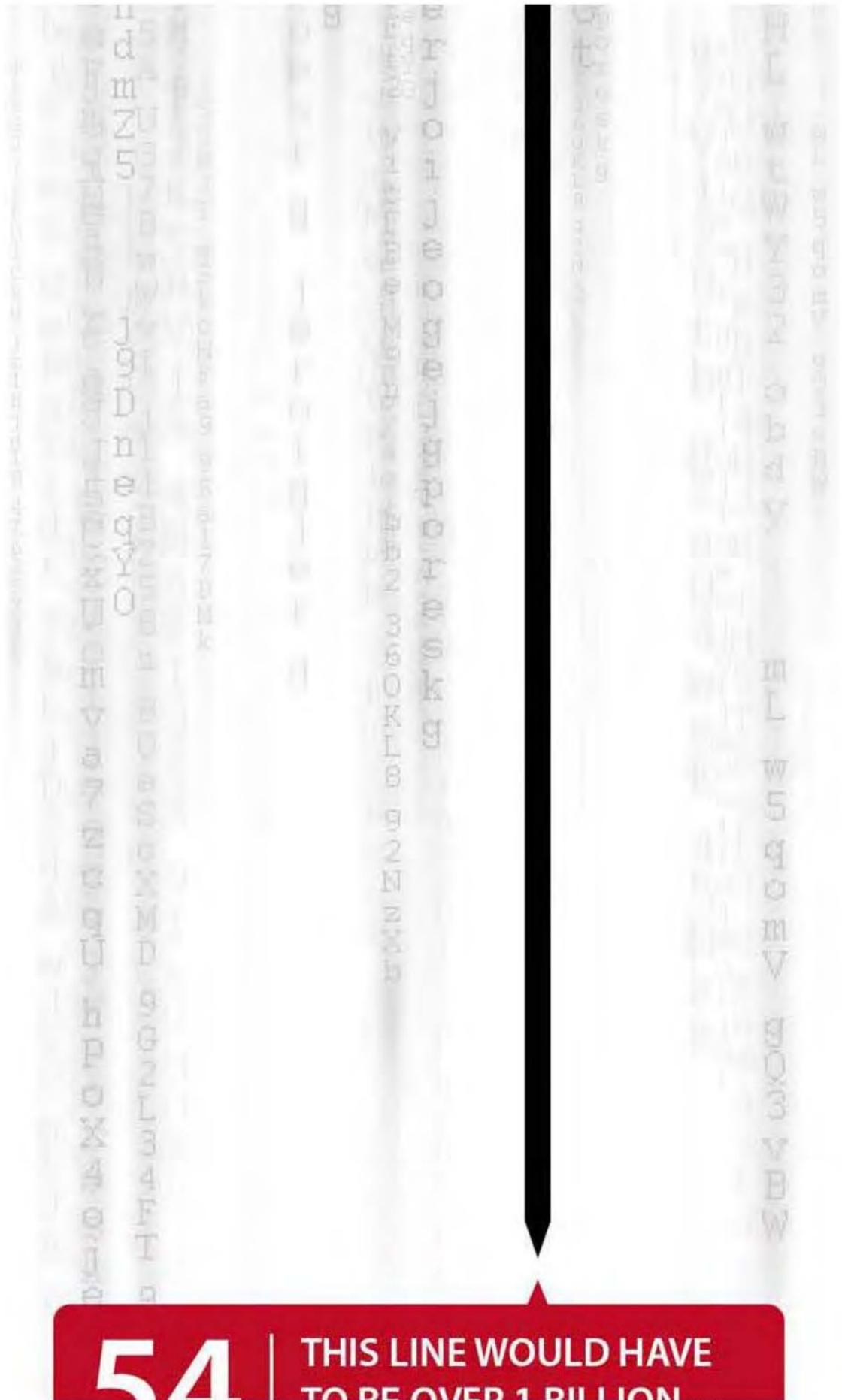
**PRO**

USES OFFLINE SUPER COMPUTER THAT CONDUCTS 100 TRILLION GUESSES PER SECOND

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FTC-0000665



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**Sources:**

1. <http://www.itworld.com/security/280486/how-long-would-it-take-crack-my-password>
2. <http://www.tomshardware.com/news/imperva-rockyou-most-common-passwords,9486.html>
3. <https://www.javelinstrategy.com/research/Brochure-209>



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† Federal Trade Commission, "Consumer Sentinel Network Data Book For January – December 2011," February 2012.

† Javelin Strategy & Research, "2012 Identity Fraud Report: Social Media and Mobile Forming the New Fraud Frontier," February 2012.

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## Identity Theft 101

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### ? Did you know...

Identity fraud cost Americans \$18 billion in 2011.<sup>†</sup>

## Counterfeit Website ID Theft



### You're online, but are you where you think you are?

These days, that email from your bank in your inbox could be real—or a phishing attempt. Today's thieves are busy impersonating legitimate businesses via email and websites in order to acquire your personal information like PINs, credit card or bank account numbers or Social Security number.

These fake websites can obtain your personal information through logins, passwords, credit card

details and more. The data is used directly by the thieves for financial gain, or sold on the black market to other shady characters. Either way, your personal information is in criminal hands, and that can lead to fraudulent credit and bank account takeovers, opening new bank accounts and other identity theft activities.

The United States is the leading country for hosting malware and fraudulent websites, accounting for almost 40% of the world's malicious URL's, followed by France and Russia.<sup>1</sup>

### Careful attention to details can aid identification.

Although counterfeit websites can look surprisingly similar to the legitimate sites they are attempting to copy, there are some differences if you look closely enough. First, make sure the web address begins with http:// or an https://. Then look carefully at the company name in the URL. Fraudsters will often make slight alterations to the spelling in the URL name, sometimes changing a letter to a number—"Interior" may be spelled "1nterior", for example.

### Steps to take to avoid spoof websites.

As a general rule, you should be cautious whenever you are requested to provide personal or financial information to a website. Rather than click on a link to a website, it's safer to type the URL address in yourself. Another important step, one that many people don't treat with enough diligence, is to keep your browser current with all security updates and appropriate patches.

<sup>1</sup> SOPHOS Security Threat Report, 2011.

<sup>†</sup> Federal Trade Commission. "Consumer Sentinel Network Data Book For January – December 2011." February 2012.

<sup>†</sup> Javelin Strategy & Research. "2012 Identity Fraud Report: Social Media and Mobile Forming the New Fraud Frontier." February 2012.



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\$18 billion in 2011.<sup>†</sup>

## ID Theft Recovery Steps



### When identity thieves attack: Are you prepared for the worst?

Worst case scenario, an identity thief steals your money. Or maybe some tricky fraudster is using your identity across the nation. That doesn't mean you should panic. Luckily, there are steps you can take toward a quick recovery.

### Don't wait on the bank.

Self-detection, along with proactive identity theft protection, is the key to a quick recovery. If you wait for a bank or credit agency to notify you of a problem, the damage is already done.

It's important to frequently review your accounts and records for misuse or fraud. Victims who discovered fraud on their own experienced less damage than those who had been notified by a financial institution or government agency.<sup>1</sup>

It's also recommended to monitor accounts electronically. In fact, victims who discovered fraud through electronic monitoring detect the misuse 18 days sooner than when monitoring by paper.<sup>1</sup>

### Act fast. Recover fast.

In the unfortunate circumstance that you are a victim of identity theft, you've got to take the proper steps quickly.

1. Contact one of the three credit bureaus. Whichever bureau you contact is required by law to contact the other two.
  - a. Equifax: 1-800-525-6285
  - b. Experian: 1-888-397-3742
  - c. TransUnion: 1-800-680-7289
2. Report the crime to the Federal Trade Commission (FTC). You can do this by going to [www.ftc.gov](http://www.ftc.gov) or by calling 1-877-ID-THEFT.
3. Contact any other government agencies affected. Agencies to consider:
  - a. Postal Inspection Services if you believe an identity thief has used a change of address form.
  - b. The Social Security Administration if an identity thief may be using your Social Security number.
  - c. The Internal Revenue Service if you think you may be a victim of tax or employment fraud.
4. Contact any businesses or accounts that may be involved: the location your items were stolen, accounts with fraudulent charges, businesses that leaked your information, etc.
5. File a police report. You can turn to your local police department or file in the community where your identity was stolen.

<sup>1</sup> Javelin Strategy & Research. "2012 Identity Fraud Report: Social Media and Mobile Forming the New Fraud Frontier." February 2012.

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† Federal Trade Commission, "Consumer Sentinel Network Data Book For January – December 2011," February 2012.

† Javelin Strategy & Research, "2012 Identity Fraud Report: Social Media and Mobile Forming the New Fraud Frontier," February 2012.

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### Identity Theft 101

Understanding identity theft and how it can affect you



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## ? Did you know...

11.6 million adult victims of identity fraud in 2011.<sup>†</sup>

## ID Theft Protection — A Do it Yourself Task



### Is identity theft protection a do-it-yourself task?

In today's economic environment, "do it yourself" has become a mantra for saving money. If people have the necessary expertise and the time to complete the task, it can be a sure way to get it done for less.

### How much skill do you have? How much time do you need?

The key to doing effective identity theft protection on your own is to understand the complexity of the task,

the knowledge needed to do it correctly and the amount of time you can put into it.

First, there are seemingly endless outlets for identity thieves to get at your information: shopping online, email, utility services, bank accounts, mortgages and auto loans, smartphones and social media are just some of the access points to your private information. With all these potential touch points, monitoring the use of your personal information and credit can be quite time consuming. You'll also need to factor the additional time and cost you'll need to invest should you become a victim.

### To mow the lawn you need a lawnmower. To protect your identity you need...

If you're thinking of protecting your identity yourself, without the help of an identity protection service, ask yourself these questions:

- Are you willing to do the planning and take the time necessary to protect yourself?
- Will you check your credit report every 30 days and continue to apply fraud alerts on your report on an ongoing basis?
- Will you remove your name from marketing lists?
- Will you opt-out of pre-approved credit lists?
- Will you contact your credit card companies and find out if they share your information with partners and affiliates—and stop it if they do?
- Do you understand website privacy policies?
- Do you use and update your computer's anti-virus software and firewall?
- Do you use secure passwords and change them quarterly?
- Do you know what to do, who to call and who to hire to help clear your name if you become a victim of identity theft?

So, is monitoring and protecting your family from identity theft a do-it-yourself project? It can be if you have the skill, willingness and amount of time required to stay on top of it.

† Federal Trade Commission. "Consumer Sentinel Network Data Book For January – December 2011." February 2012.

† Javelin Strategy & Research. "2012 Identity Fraud Report: Social Media and Mobile Forming the New Fraud Frontier." February 2012.

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