

- Identity theft
- Bank fraud

ATM Overlay Statistics:

- Contributes to the estimated annual \$1 billion bank loss due to ATM skimming.¹

¹ <http://www.time.com/time/magazine/article/0,9171,2041113,00.html>

† Federal Trade Commission. "Consumer Sentinel Network Data Book For January – December 2011." February 2012.

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Types of Identity Theft

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When it comes to identity theft, the first step in protecting yourself is learning what thieves are doing to steal your personal information.

Our arsenal of knowledge explores the evolution of techniques from old-school to next-generation. Get the facts below:

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Dumpster Diving:

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.

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Youth at Risk:

Complaints by victims' age points to an interesting statistic: incidents of fraud are low in consumers age 19 and younger, however complaints of identity theft are disproportionately higher*—ripe for future fraud activity.

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Stolen Wallet:

When a thief steals your wallet, they gain instant access to the information they need to take the next step and steal your identity.



P2P File Sharing:

Music sharing sites and other peer-to-peer networks have helped high-tech thieves get all kinds of personal information via accidental disclosure—tax

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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.

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“Old school” thieves scout for unlocked mailboxes and steal your mail—and your identity—right from your front door.

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Shoulder Surfing:

The prevalence of cameras and recorders in today’s mobile phones make this form of identity theft a real threat. Thieves position themselves within sight or earshot of your latest credit application, and record your information to commit future fraud.

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ATM Skimmers/Handheld Skimmers:

Today’s thieves are innovating the way they steal your personal information, by swiping it—literally—when you are in the midst of a legitimate transaction such as paying for dinner bill at a restaurant, pumping gas, or using an ATM.

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returns, password files, birth dates, and account numbers. Anything stored on the same hard drive as the shared library can inadvertently go public when you connect.

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Phishing:

These days, that email from your bank in your inbox could be real—or a phish 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 info.

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SMSishing:

Thieves are employing a sneaky new trend to get your personal info—sending text messages to your mobile device that impersonate a reputable contact and then direct you to a dangerous website with the goal of stealing your identity.

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Vishing:

Email, texting, and websites are not the only way thieves are phishing for personal information. Vishing—voicecalls made to your landline or mobile phone—are an effective way for thieves to get your personal information.

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Overlays:

Hidden devices can be installed almost imperceptibly on any ATM, enabling thieves to swipe your account information when you insert your card, and then transmit your account information to a nearby computer for future fraudulent use.

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Data Breaches:

According to Javelin Research, by the time financial institutions detect that a data breach has occurred, a fraud attempt has already been made in seven out of ten cases*—without you even knowing that your personal information has been compromised.

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Next Generation Identify Theft:



Malware, Malicious Software, Viruses, Worms, Trojan Horses, Spyware, and Rootkits:

Cyber thieves can install malicious software to exploit weaknesses in features of many popular software titles. Once installed, malware can run executable programs 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.

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Online Shopping:

Thieves are experts at duplicating legitimate online storefronts. Before you know it, you've completed your transaction and inadvertently handed over the personal information they need to commit fraud.

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Keystroke Logging:

Keystroke logging is one of the most advanced forms of malware criminals can use to register your passwords, login IDs, and account information—without you even knowing.

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* Javelin Strategy & Research Newsletter. February 2010.

** Federal Trade Commission. "Consumer Sentinel Network Data Book for January – December 2009." February 2010.

† Federal Trade Commission. "Consumer Sentinel Network Data Book For January – December 2011." February 2012.

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Campus Connection: Student ID Theft and Student Loans

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Big, busy state universities are hives of anonymity. Surprisingly, grades continue to be publicly posted by Social Security number for almost half of all college students, leaving them vulnerable to identity theft from passing eyes and in serious financial jeopardy, according to the U.S. Department of Education.

Think about it: College students collect billions of dollars in loans and grants. A student's identity can be used to secure money. College student identity theft puts at risk his or her future financial aid, credit history—even job prospects after graduation.

What can you do to protect against student ID theft? Along with the usual security practices—monitoring your student's financial statements, requesting credit reports and using difficult, "strong" passwords—here are a few extra tips just for parents and students as they file for aid, from the Department of Education:

- **Do not use paid financial aid services that operate over the Internet or telephone.** The Department of Education provides its services free and is password-protected. Before using a for-fee financial aid service, visit the official U.S. Federal Student Aid website [Link: <http://studentaid.ed.gov/types/scams>] for tips on avoiding scams.
- **Apply for aid at the Free Application for Federal Student Aid (FAFSA) website.** [Link: <http://www.fafsa.ed.gov/>] After completing the application, remember to log off of the program and to close your browser.
- **Do not reveal your FAFSA personal identification number (PIN) to anyone**, even if that person is helping you to fill out the form. The only time you should use your PIN is on secure systems.
- **Shred receipts and copies of documents** with student identity information if they are no longer needed.
- **Review your financial aid award documents** and keep track of the amount of student aid for which you have applied and have been awarded.
- **Don't hesitate.** Once you are a student, you are likely to be required to have a student ID card. Report

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all lost or stolen student identification immediately.

Sources:

<http://www2.ed.gov/about/offices/list/oig/misused/idtheft.html>

Biegelman, Martin T, *Identity Theft Handbook*, Wiley 2009

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Counterfeit Website ID Theft

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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.¹

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.

¹ SOPHOS Security Threat Report, 2011.

[†] Federal Trade Commission. "Consumer Sentinel Network Data Book For January – December 2011." February 2012.

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As industry leaders in such a complex industry, we get asked a lot of questions about how our services work and how our company operates. Not only is identity theft a complicated concept, but there are also a lot of misconceptions out there. Every once in a while, we'll take some of our most frequently asked questions and answer them here.

Question: Somebody stole my credit card number and charged thousands of dollars. Why didn't LifeLock alert me?

To put it bluntly, LifeLock identity theft protection does not alert you about credit or debit card fraud. We have two great reasons for this:

1. Your banks and lenders already have it covered. They protect you from credit and debit card fraud, and they do it for free. I promise—it's required by law. They cover liability, too. Find more information on [credit and debit card safety](#). Find more information on [credit and debit card coverage](#).
- There are extensive government regulations when it comes to gaining access to your banking transactions and records. As a company dedicated to the protection of your privacy, we believe in leaving that information between you and the banks.

But what if someone steals your credit card, uses your name to find your social media accounts, uses your social media accounts to find your mother's maiden name and uses your mother's maiden name to hack into your financial accounts, steal your Social Security number and open four more credit card accounts?

That's where we come in.

Identity Theft vs. Credit Card Fraud

Identity theft is a much broader problem than credit card fraud. The scenario above is just one of dozens of ways identity thieves can steal personal information. And the damage can be much more severe when it comes to non-card fraud because it's so much harder to detect and deter.

In fact in 2011, the average length of misuse of existing card fraud was 37 days. But for non-card fraud? 106 days.¹ That's almost three times as many days for an identity thief to wreak havoc.

Identity thieves hack, steal, con, dive and phish. It's complex. It's broad. And it's extremely difficult to detect. That's why we've founded an entire company dedicated to fighting against the crime. (Find out [how identity thieves steal your information](#)).

Our products monitor for other types of misuse such as fraudulent credit card applications† or rerouting mail (A "change in physical address" was the number one method of account takeover in 2011).¹

As we constantly work to develop new products and monitoring technology, our mission is to catch the crimes that your banks don't already cover. We want to fill in the gaps.

Credit card fraud is just one slice in a large pie. Banks and lenders have their slice. We'll keep working our way through the pie.

† Network does not cover all transactions and scope may vary.

¹2012 Identity Fraud Survey Report. Javelin Strategy & Research. February 2012.

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Police: Man Rents Lavish Car, Home on Stolen Credit Cards

By Genevieve Bookwalter
June 16, 2014

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A 19-year-old from Rohnert Park, Calif., has been arrested for using stolen credit cards to rent a \$240,000 McLaren sports car and a \$12 million home, according to reports on [Berkeleyside](#) and [ABC News](#).

This comes after Mohannad Halaweh allegedly tried to buy 14 iPhones and two laptop computers with fake credit cards from the Apple store in Berkeley, Calif. earlier this year, [Berkeleyside reported](#). Halaweh tried to use a fake credit card and fake New York drivers license to buy the iPhones and laptops, according to the report. The grand total for those electronics? More than \$10,000.

This month, according to [news reports](#), Halaweh was caught driving a \$240,000 McLaren on June 4. He paid \$13,000 to rent the car on the Internet, and it was reported stolen after the credit cards came back as fraudulent, according to reports. He's also accused of using stolen credit cards to rent a home in Glen Ellen, about a half-hour drive south of Santa Rosa, for \$27,000 on June 2.

After the attempted Apple heist, Halaweh was released from Alameda County jail on \$85,000 bail and faced three felonies: forgery, possession of a forged drivers license and second-degree commercial burglary, according to [Berkeleyside](#).

This time, Halaweh remains in Sonoma County jail and is charged with credit card fraud, receiving stolen property, identity theft and vehicle theft, according to [ABC News](#). He also faces an enhancement charge of being in possession of a firearm during the commission of a felony.

Halaweh faces a \$1 million bond, according to news reports. He was scheduled to appear in court in Sonoma County on Friday to ask for a bail reduction and enter a plea.

Genevieve Bookwalter is a freelance journalist based in the San Francisco Bay Area. She has worked as a writer, reporter and editor for more than a decade. Her work has appeared in The Los Angeles Times, WIRED, San Jose Mercury News and other newspapers nationwide. She is a graduate of the Science Communication program at University of California Santa Cruz, and holds bachelor's degrees in art and science from the University of Illinois at Urbana-Champaign.

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Identity Theft Hits Thousands of Medical Patients

By Marcia Simmons
April 02, 2014

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Some people who handle sensitive data use their access to commit identity theft and fraud. Here are just a few trusted employees — from pharmacists and medical billers to state employees — that authorities nabbed for allegedly using their access for personal gain.

Health Department Workers Use Stolen Patient Records for Tax Scheme

Former county health department employees are going to prison for stealing more than 2,000 patient identities and using them to file fraudulent tax returns totaling nearly \$4 million, according to the [Federal Bureau of Investigation](#).

Gerald Williams and Shanterica Smith worked at the Orange County Health Department in Florida. While the two did not actually know each other or work together, they both provided stolen patient information to the same people so they could claim false tax returns.

Delray Duncan, who did not work for the health department, facilitated some of the transactions.

Williams and Smith stole approximately 2,200 patient identities and handed them over to others for fraudulent tax returns totaling about \$3.9 million.

Williams was sentenced to 4 years and 6 months in federal prison, and Smith to 5 years.

Duncan was sentenced to 3 years and 5 months. However, the others involved in helping file the fake returns have not been charged yet and the investigation is ongoing.

Chicago Pharmacist Gets 7 years for Faking Prescriptions with Stolen Customer IDs

Chicago pharmacist Ronald Kielar was sentenced to 7 years in prison for stealing customer identities and faking prescription records, the [Daily Herald reports](#).

Kielar was convicted of health care fraud, obstruction of justice and identity theft. Authorities say that between 2004 and 2010 Kielar made more than 600 false claims using stolen identities and charged insurance companies for prescriptions that were not distributed.

In addition to the prison term, Keiler was ordered to repay the \$1.7 million he obtained from the scheme and forfeit nearly \$78,000 from the sale of a Florida home purchased using the illegally obtained funds.

Police find Hospital Employee Holding More than 1,000 Patient Records

During an identity theft investigation, police in the Detroit area found a hospital employee had stolen the personal information of 1,087 employees, [Detroit News reports](#).

Authorities won't comment on the employee's identity because the investigation is ongoing. However, police alerted the Detroit Medical Center-Harper University Hospital administration, which fired the employee in question and alerted its patients of the data theft.

The West Bloomfield Police Department told Detroit News that it "is partnering with local and federal agencies regarding this investigation."

Final Defendant Sentenced in ID Theft Ring Targeting Retired State Employees

Former Minnesota state employee Roxanne Deflorin was sentenced to more than 4 years in prison for her role in an identity-theft ring that targeted retired state employees, [ABC News reports](#). Deflorin was also ordered to repay more than \$300,000 to victims.

Deflorin used her position with the state to steal more than 500 identities, while her co-defendants turned these identities into money using various scams.

Co-defendants Kristin Warren, Andrea Gunderson and Shauntell Burg were sentenced in March. Warren and Gunderson received 6-and-a-half years, while Burg received seven years, [according to CBS Minnesota](#).

Student Charged with Stealing Patient Info. from Medical Billing Job

A Los Angeles woman who worked for a medical billing company faces criminal charges for allegedly stealing the identities of hundreds of patients, [ABC News reports](#).

Reon Jordan, who was taking medical billing classes at West Los Angeles College, was arrested after a nine-month investigation by the Community College Bureau. She was charged with 21 counts of identity theft.

Jordan previously worked for ABEO medical billing, where she allegedly obtained identifying information for patients and then used it to pay for classes and school-related expenses.

Authorities found more than 400 identity profiles and complete credit card information for 200 people when they arrested Jordan, according to [KTLA News](#).

So far, the investigation has uncovered 23 victims from locations including Los Angeles, Mammoth Lakes, Tennessee and Mississippi. Detectives believe there are other victims as well.

Jordan's bail was set at \$1.2 million, and if convicted, she faces more than 19 years in state prison to be served in county jail.

Marcia Simmons is a freelance writer living in the San Francisco Bay Area. Her work has appeared in Every Day with Rachael Ray, Shape, Go, Geek, among other publications. She has also served as managing editor for the North Bay Business Journal and an editor for the Project Censored series of books.

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Medical Records Hot Commodity for Identity Thieves

By Marcia Simmons
May 30, 2014

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Medical records are very valuable and when they get into the wrong hands, they can be used to steal a person's identity and wreak havoc on unsuspecting victims. Whether a rogue employee or a potential systematic problem is the cause, health care institutions have been plagued with data theft that leaves patients vulnerable.

Colorado Hospital Suffers Third Records Theft Since 2008

The medical records of at least nine Boulder Community Health patients were stolen and then mailed to them by an anonymous source, [the Daily Camera reports](#). This is the third records breach at the hospital since 2008.

Along with the records, patients received a note from the anonymous mailer that read: "The records that have been returned to you are to demonstrate the easy access that the hospital and their partners provide for someone with bad motives."

Photos of unsecured trash bins allegedly containing medical records were included in the package victims received. The hospital's 2010 breach of 79 patient records involved unsecured recycling bins, according to the Daily Camera.

The letter went on to criticize the hospital administration, saying it focused on fundraising and construction while ignoring patient privacy.

There are likely more than just the nine identified victims, as the first names, last initials and birth month of 334 people are printed on the other side of the letter. One of the confirmed victims is David Spraggs, a sergeant with the Boulder Police Department.

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The hospital is currently working with the Boulder Police to investigate the breach.

NY Nurse Charged with Stealing Patient Identities

A nurse and her boyfriend are accused of stealing patient identities for use in credit card and phony check scams, [according to a Times Union report](#).

Police found personal information for at least 50 patients at the home of Suzette Guzman-Moore, a nurse with Albany Medical Center Hospital since 2010, and her boyfriend, Emmett Woods.

Other information linked to patient identities, including confidential data from the county coroner's office, was discovered along with computers that have yet to be analyzed for a connection to identity theft. Authorities are investigating whether this alleged theft also extends to other medical facilities Guzman-Moore worked at in the past.

Guzman-Moore does not have a felony record, but the Times Union says court records show Woods served six months in prison for a forged checks scheme.

Florida Woman Faces Decades in Prison for Stealing Patient IDs

A Florida surgical center employee was the last to plead guilty in an ID theft and tax fraud scheme targeting patients, [The Orlando Sentinel reports](#).

While employed at Villages Endoscopy & Surgical Center, Eltonya Wiley was part of a six-person crime ring that stole at least 92 patient identities and used them to file fake tax returns and obtain fraudulent credit cards.

Wiley pleaded guilty to one count of conspiracy to commit wire fraud, three counts of wire fraud and one count of aggravated identity theft. At her June 6 sentencing, she faces a maximum of 20 years for each count related to wire fraud and a mandatory two years for the identity theft charge.

Alabama Hospital Sued for 8-month Data Breach

A class-action lawsuit has been filed against Flowers Hospital related to a data breach that lasted eight months, [The Dothan Eagle reports](#).

The lawsuit alleges the hospital failed to properly safeguard patient information and put patients at risk for identity theft.

In April, the hospital sent a letter to patients informing them of the breach, which spanned from June 2013 until February 2014. The letter also stated that the employee believed responsible had been fired. That employee, Kamarian Millender, was arrested and charged with trafficking in stolen IDs.

In addition to financial damages, the suit also seeks full disclosure from the hospital of the extent of the breach.

Marcia Simmons is a freelance writer living in the San Francisco Bay Area. Her work has appeared in Every Day with Rachael Ray, Shape, Go, Geek, among other publications. She has also served as managing editor for the North Bay Business Journal and an editor for the Project Censored series of books.

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What to do When You Lose Your Wallet

By Genevieve Bookwalter
June 09, 2014

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We all know that horrible sinking feeling in our stomachs, that one that hits when something has gone really, really wrong. Now imagine feeling it after opening your purse to pay for lunch and discovering your wallet is missing. Or feeling your back pocket and realizing that familiar rectangle is gone.

Having a wallet lost or stolen can happen to anyone. But the steps you take right after you learn it's missing — and precautions you remembered before it disappeared — can be the difference between a giant inconvenience, and a stolen identity.

According to [The Federal Trade Commission](#), the national consumer protection agency, the first thing to do when a wallet disappears is to report it missing. Immediately.

Federal law protects consumers from paying for unauthorized purchases made with stolen credit or debit cards after the cards were reported missing. Be sure to follow up with an e-mail or letter to your card companies, including card numbers, the date your wallet went missing and when you first reported the cards gone. Monitor your statements for illegal purchases.

Another reason to call your banks immediately: Your liability for unauthorized swipes changes with how soon you report the cards missing, according to the FTC.

If you call your banks before anyone racks up charges, you aren't responsible for any of them, according to the FTC. If you wait, credit card companies can hold you liable for \$50 of unauthorized purchases. Debit card companies can hold you responsible for \$50 in charges if you report the card missing within two business days. Wait longer than that and you are responsible for up to \$500 in charges with your debit card. Wait longer than 60 days after your statement is sent to you, and you are responsible for all the money taken from your account.

So, what not to leave in your wallet? According to [Kiplinger's](#), definitely not your Social Security card. That's

FTC-0001364

an identity thief's ticket to opening new accounts in your name Leave blank checks at home, as thieves can use your bank account and routing numbers to start stealing money. Don't keep your online account passwords in your wallet, or old receipts that someone could use to piece together your credit card numbers. Limit the number of credit cards you carry. And don't carry a spare house key in your wallet! That, coupled with the address on your driver's license, could lead the thief from your online bank account directly to your living room.

Genevieve Bookwalter is a freelance journalist based in the San Francisco Bay Area. She has worked as a writer, reporter and editor for more than a decade. Her work has appeared in The Los Angeles Times, WIRED, San Jose Mercury News and other newspapers nationwide. She is a graduate of the Science Communication program at University of California Santa Cruz, and holds bachelor's degrees in art and science from the University of Illinois at Urbana-Champaign.

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Danger of Malware

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Viruses, worms, spyware and Trojan Horses. Meet the malware family.

In a February 2012 study by Javelin Strategy & Research, malware is defined as “Malicious software designed to access a computer or operating system without the knowledge or consent of the user. Some examples of malware are computer viruses, worms, Trojan horses, spyware, malicious adware, and rootkits. Malware is damaging code or programming that gathers information without permission.”¹

And according to the Anti-Phishing Working Group, a non-profit global industry and law enforcement organization, generic data-stealing malware comprised almost half of all malware detected in the first half of 2011.²

Malware can gain access to your computer through an email attachment or a link to an infected or counterfeit website. It can then transmit personal information you may have stored, including banking, tax returns, health forms, business records and even information about your spouse and children.

Taking these actions can help.

You can use technology and common sense to help combat malware. Installing firewalls, antivirus software, continually updating applications and operating system software can help.

Be vigilant about opening attachments or clicking on links from unknown or unverified senders. You should also use your privacy controls on social network sites, and limit the amount of personal information you have on them. Taking these steps can assist in reducing the likelihood of being a victim of identity theft from malware.

¹ Javelin Strategy & Research., “2012 Identity Fraud Survey Report.” 2/12.

² Anti-Phishing Working Group, Phishing Activity Trends Report, January – June 2011.

[†] 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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How to Protect Yourself

Using an identity theft protection service is the best way to protect your personal information from being misused, but there are many industry best practices you can put in place on your own for free—if you're willing to put in the time and effort.

For added convenience and peace of mind, you can choose a third-party service to do the work for you. In most cases, a service provides more advanced identity theft protection than you can achieve on your own. For more information, read the complete description of the techniques you can start doing today.

692

Watch your credit score:

If a thief got a hold of your personal information, how would you know? One way is to keep a close eye on your credit report and watch for changes in your score. www.annualcreditreport.com



Shop smart:

Online shopping provides many conveniences, but be sure to look for a security seal and https in the URL when it comes time to enter any personal information. This quick check can help stop you from being **FTC-0001368**†disclosing

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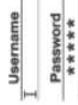


your identity on a counterfeit website.



Don't share your personal information:

Before providing any personal information, especially at doctors' offices and other places of business, ask why the information is needed. Accidental disclosures on the business end can put you at risk for identity theft.



Strengthen your passwords:

Changing your passwords often and using numbers, symbols, and uppercase letters can help protect you and your accounts from being hacked.



Lock up your government IDs:

Lost or stolen identification are increasingly difficult to replace. When not in use, store your government-issued identification (Social Security Card, Passport) in a safe place, preferably not on your person.



Stay alert (Skimming, Shoulder Surfers, Strange ATMs, Phishing, SMSishing, Vishing):

High-tech thieves are busy coming up with inventive ways to get at your personal information, including skimming your credit card during check out, shoulder surfing to snap a picture of your account, and phishing for your identity via email, websites, texting, or phone calls.



Shred and destroy your documents:

Dumpster diving is a proven method for thieves to gain access to your personal information by stealing discarded information. Shred it and forget it.



Protect your children's information:

These days, you are not the only person in your family at risk. More and more youth identities are being stolen so that thieves can commit employment or benefit-related fraud and get away with it for years before you even realize it.



Guard your mail:

Protect your mailbox from thieves by replacing unlocked versions with a secure model. This simple task helps to reduce the chances of mail theft. As an added precaution, place your mail on hold while you travel.

† Federal Trade Commission. "Consumer Sentinel Network Data Book For January – December 2011." February 2012.

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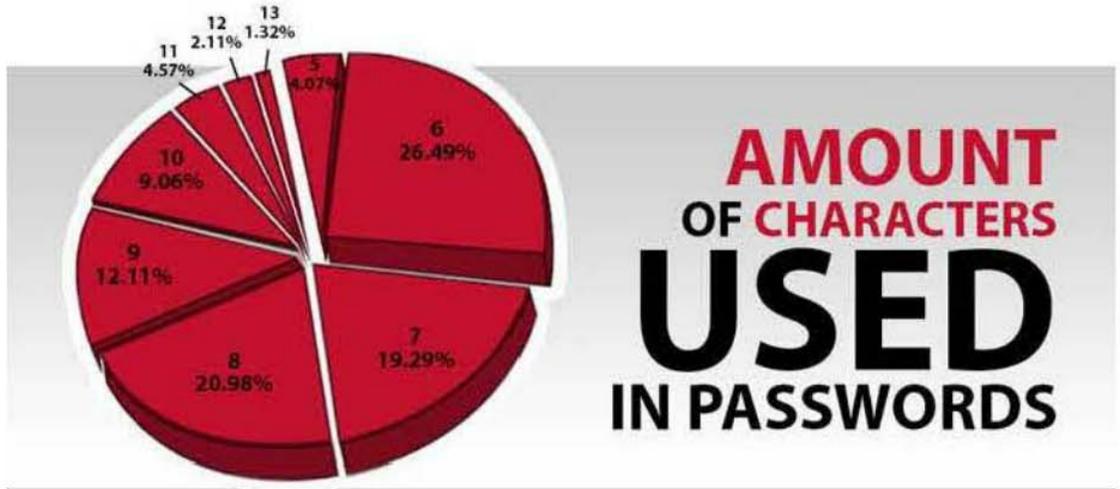
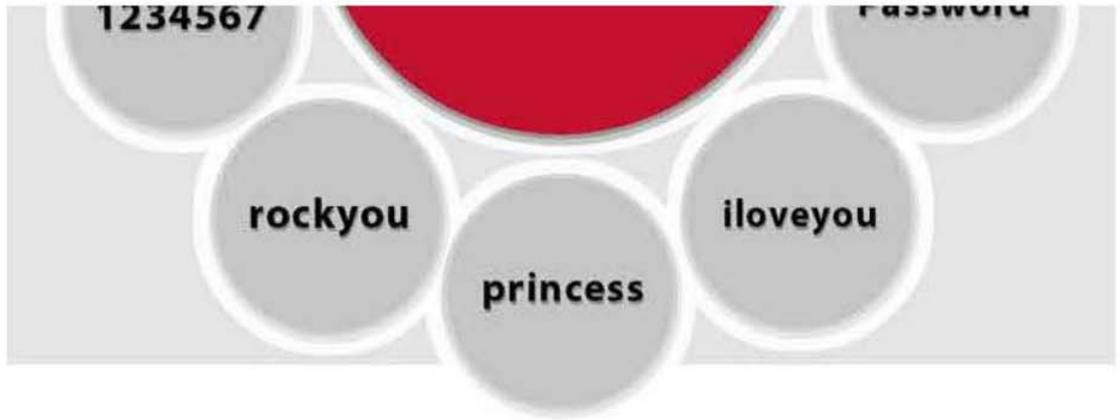
HOW HACK-FRIENDLY IS YOUR PASSWORD?

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?



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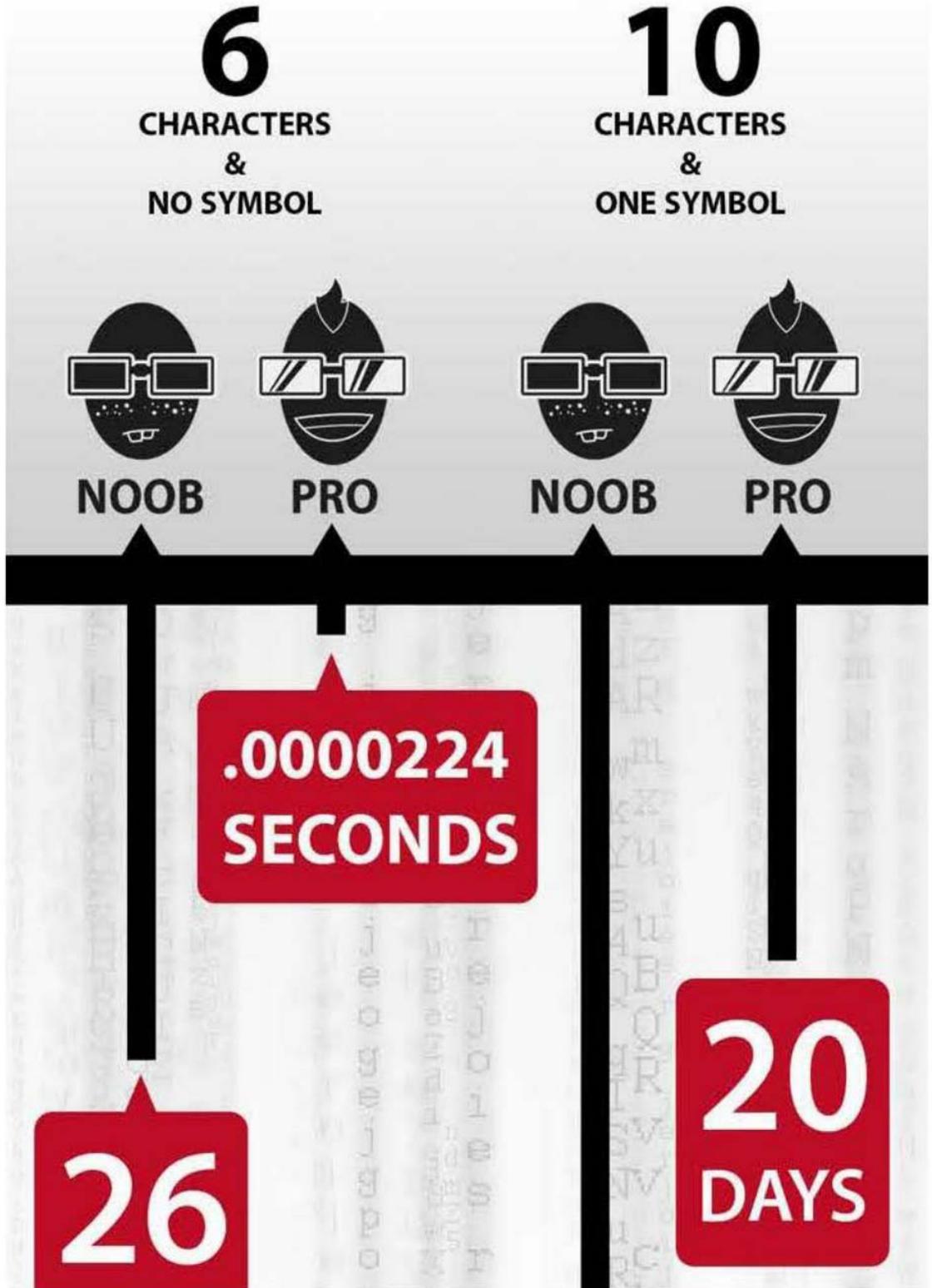


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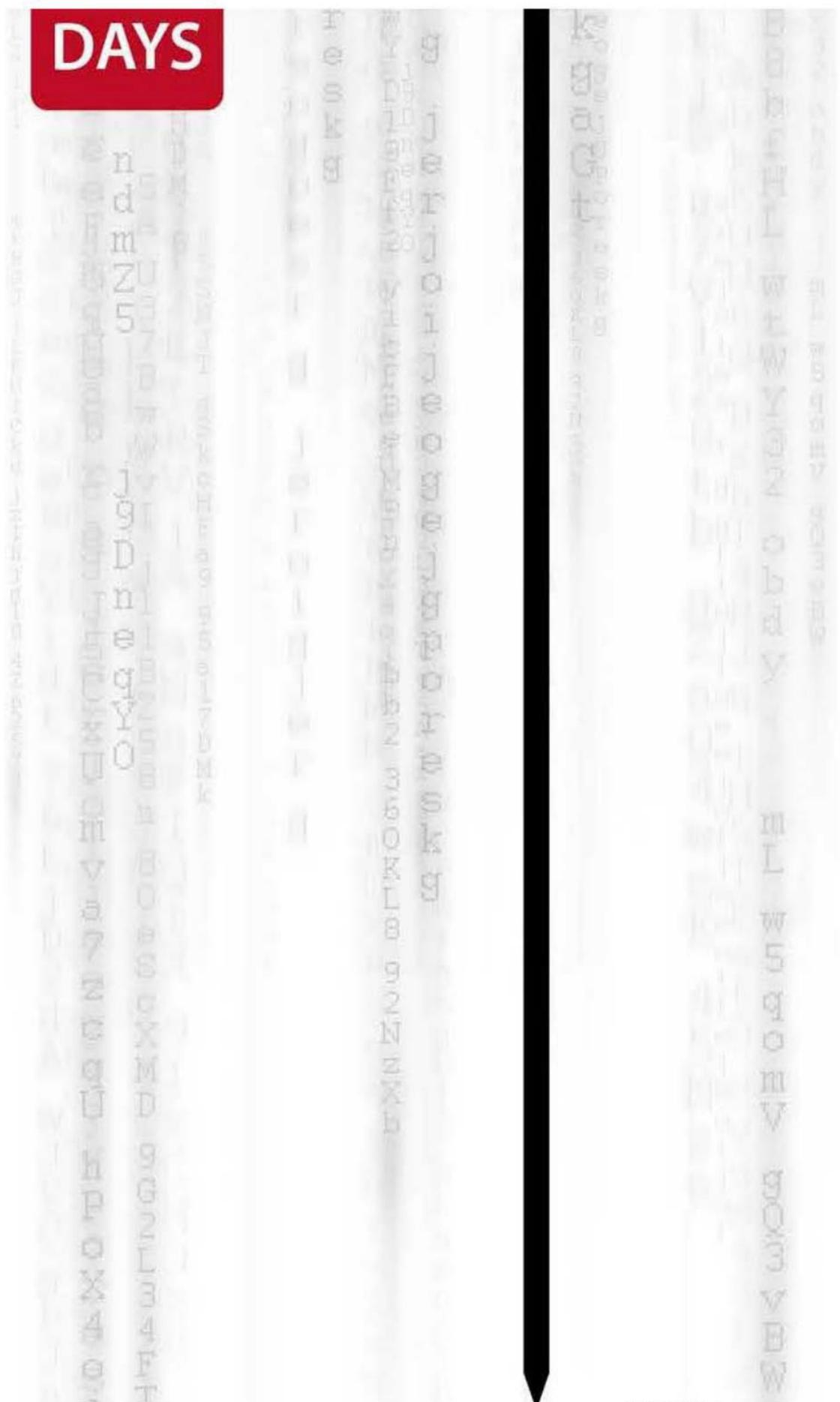
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THIS LINE WOULD HAVE TO BE OVER 1 BILLION TIMES ITS LENGTH TO REACH THE BOTTOM

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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Businesses: Beware of Tax Fraud

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January 13, 2014

While most individuals have to wait until the end of January to begin filing their 2013 tax returns, businesses can start filing electronic or paper returns starting today.

And while many businesses and individuals may choose to wait until the April 15 deadline to file, they may want to think twice about delaying given the uptick in tax fraud committed by identity thieves. That's because fraudulent returns are often filed early in the tax season, before the real taxpayer files.

A common scam that affects consumers is when identity thieves steal someone's Social Security number and file a fraudulent tax form to claim a refund.

Not as well publicized is a scheme in which businesses are the victims.

Using a business' Employer Identification Number, thieves can create bogus W-2 forms that report fictitious income and tax withholding to the Internal Revenue Service. The criminals and their accomplices then pose as employees in order to file fraudulent federal income tax returns, claiming that the withholding was too high in order to receive tax refunds, according to [BusinessIDTheft.org](#).

The fictitious tax withholding means the amounts paid by the employer for its legitimate employees don't match what the IRS and state tax agencies calculate should have been paid, leaving a deficiency seemingly owed by the unsuspecting business. Such businesses can be subject to investigations and payment demands from the IRS and state tax agencies, and the business sometimes must attempt to prove that a fraud has occurred.

Today's start date does not apply to Form 1041, the return filed by estates and trusts, or to unincorporated

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small businesses that report income on Form 1040. Those returns, and all personal ones, may be filed beginning Jan. 31, 2014, according to the [IRS website](#).

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How to E-file Your Taxes for Free

By Jamie White
January 29, 2014

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If you're one of the 70 percent of taxpayers earning \$58,000 or less a year, there's a free way to file your federal tax returns promptly and reduce your chances of becoming a victim of identity theft.

The Internal Revenue Service is offering free filing through several software companies, and if you fall into that income bracket, you can start your return now, before the Jan. 31 filing season start date, through IRS.gov/freefile.

Although you can complete and e-file your tax return now, the companies will hold it until Jan. 31 when the IRS begins accepting returns. If you earned more than \$58,000 in 2013, you can still e-file for free using [Free File Fillable Forms](#), which will be available starting January 31.

Why file early? There has been a [surge in tax-related identity theft](#), and one way to prevent being a victim is to file first so you get your refund before someone else does.

Tax fraud criminals often file false tax returns early using stolen Social Security numbers, hoping to claim thousands of dollars in refunds. In many cases, whoever files first, be it the thief or the legitimate claimant, gets the refund first.

IRS Commissioner John Koskinen says e-filing is easier for a number of reasons.

There is absolutely no advantage to filing by paper," said he said in a [news release](#). "If you want to save money and time, just use Free File to prepare and e-file your federal return at no charge."

Jamie White is the managing editor of news content for LifeLock. As a journalist for the last 15 years, she has worked as a reporter and editor at news organizations throughout the San Francisco Bay Area, including The San Francisco Examiner. Most recently, she was a regional editor for Patch Media, a local news and information consortium of 900

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IRS Responds to Surge in Tax-Related Identity Theft

By Jamie White
January 10, 2014

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January 9, 2014

The Internal Revenue Service says there's been an alarming increase in cases of identity thieves stealing Social Security numbers to file fake tax returns and claim fraudulent refunds.

The IRS initiated 1,492 identity theft related criminal investigations last year, a 66 percent increase over 2012, according to the [agency's report released Tuesday](#). Prosecutions and indictments in these cases have more than tripled since 2011.

That number of cases represents many thousands of victims, because a single investigation can involve a large number of tax returns. In [one recent case](#), the government accused an Atlanta man of filing false returns for more than 2,000 prison inmates and collecting more than \$12 million in fraudulent refunds.

Convicted identity thieves have faced sentences ranging from two months to 317 months, the IRS said.

In a common scam, thieves use stolen Social Security numbers to file tax returns early in the filing season so they can claim refunds before legitimate taxpayers file their returns. The IRS often sends out refunds before it receives documents verifying wages and other income from employers and financial institutions.

"While Congress and taxpayers rightfully demand that the IRS stop payment on fraudulent refund claims, Congress and taxpayers also rightfully demand that the IRS pay refunds out to legitimate taxpayers immediately," National Taxpayer Advocate Nina E. Olson wrote in [an IRS report](#) in 2012.

Due to the government shutdown in 2013, the start date for filing is a little later for 2014. Business tax filers can begin filing on January 13, and tax-filing season starts January 31 for all others.

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The IRS said it continues to fight tax-related identity theft through various efforts, including the Law Enforcement Assistance Program, which discloses federal tax return information of identity theft victims with their written consent to expedite investigations.

A data processing center that centralizes identity theft victims' lists and information from other federal, state and local agencies during nationwide investigations analyzed 70 percent more identity records last year than it did in 2012, according to the report.

And a nationwide identity theft enforcement sweep in January 2013 resulted in 109 arrests, 189 indictments and other actions related to identity theft and refund fraud involving 389 people.

The IRS offers **a number of tips** on how to protect yourself from becoming a victim of identity theft and what to do if you think you are a victim.

Identity theft is one of the fastest growing crimes nationwide. Refund fraud caused by identity theft is one of the biggest challenges facing the IRS, according to the agency, and combatting it remains a top priority in 2014.

Jamie White is the managing editor of news content for LifeLock. As a journalist for the last 15 years, she has worked as a reporter and editor at news organizations throughout the San Francisco Bay Area, including The San Francisco Examiner. Most recently, she was a regional editor for Patch Media, a local news and information consortium of 900 websites nationwide. Jamie holds a master's degree from Columbia University's Graduate School of Journalism.

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January 8, 2014

Man Accused of Defrauding Thousands of Prisoners

An Atlanta man accused of using prisoners' personal information to steal more than \$12 million with fraudulent tax returns was indicted on more than 30 counts of violating various federal laws, the Department of Justice said in a [news release](#).

Qadir Shabazz, 38, had his first court appearance January 2 on federal charges of conspiracy to defraud the Internal Revenue Service, wire fraud, aggravated identity theft and theft of government funds.

Shabazz operated a nationwide scheme from November 2009 through May 2012 to file thousands of false and fraudulent federal income tax returns that claimed millions of dollars in fraudulent refunds, U.S. Attorney Sally Quillian Yates said in the release.

In Georgia, Shabazz and his conspirators allegedly ran a business dubbed "Indigent Inmate," which told prisoners they would be eligible for benefit programs if they submitted applications that included their names, dates of birth and Social Security numbers. Shabazz, and others working with him, are accused of using that personal information to file the false federal income tax returns and collect more than \$12 million in fraudulent refunds.

Ohio Man Imprisoned for Tax Fraud, Identity Theft

A 42-year-old Ohio man has been sentenced to 16 months in prison for identity theft and filing false claims with the IRS, according to the [Dayton Daily News](#).

Hiszan Blackford and his conspirators stole the identities of at least 25 people and filed 37 false tax returns, resulting in \$80,478 in false refund claims, according to a [news release](#) from the IRS Cincinnati office.

A federal judge sentenced Blackford on January 3 to 16 months in prison and 3 years of supervised release and ordered him to pay \$80,478 in restitution to the IRS.

Court documents indicate Blackford gave people employment application forms to get their names, addresses, dates of birth and social security numbers. He then filed fraudulent tax returns using the stolen identities, according to the release.

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Breach at eBay Prompts Password Warning

By Jamie White
May 22, 2014

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Following a breach that may have compromised passwords and other personal data, eBay is asking its 145 million users to change their passwords.

The company earlier this month discovered a cyberattack that comprised a small number of employee log in credentials, allowing unauthorized access to eBay's corporate network, according to [eBay's website](#).

The attack occurred between late February and early March. Information on the network included names, birthdates, emails, addresses, phone numbers and encrypted passwords.

There's no evidence of the compromise affecting accounts for Paypal users, and no evidence of any unauthorized access to personal, financial or credit card information, which is stored separately in encrypted formats, the company stated.

eBay noted that it's working with law enforcement and leading security experts to "aggressively investigate the matter."

"We are asking all eBay customers to change their password the next time they log into their eBay account. We are making this decision out of an abundance of caution."

Jamie White is the managing editor of news content for LifeLock. As a journalist for the last 15 years, she has worked as a reporter and editor at news organizations throughout the San Francisco Bay Area, including The San Francisco Examiner. Most recently, she was a regional editor for Patch Media, a local news and information consortium of 900 websites nationwide. Jamie holds a master's degree from Columbia University's Graduate School of Journalism.

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Phishing With Bait

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PHISHING WITH BAIT: AVOID GETTING HOOKED IN 2013



PHISHING [NOUN]

: a scam by which an e-mail user is duped into revealing personal or confidential information which the scammer can use illicitly.

PHISHING SCAMS TARGET YOUR PERSONAL INFORMATION



Credit Card

Banking

User Name/

FTC-001388



OVER 50% OF INTERNET USERS GET AT LEAST 1 PHISHING EMAIL PER DAY ^[1]



1 IN 245 EMAILS IDENTIFIED AS PHISHING ^[2]

TRAITS OF A PHISHING EMAIL

Generic Greeting
The majority of phishing emails will start with a non-personalized greeting.

FTC-0001389

False Sense of Security and Urgency
Scammers may claim recent fraudulent activity that requires your immediate attention.

Fake Links
Do not trust links in emails as they can be disguised by a clever use of subdomains.

Fake Images
Just because there is a Verified logo does not mean the email has actually been verified.

INDUSTRIES SPOOFED IN PHISHING ATTACKS IN 2012 [2]

Industry	Percentage
INFO SERVICES	38.8%
E-COMMERCE	32.1%
BANKING	24.6%
OTHER	4.5%

PAYPAL
2012
MAJOR PHISHING
TARGET [4]

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HOW TO PROTECT YOURSELF



BE PROACTIVE ▶

Subscribe to identity theft protection and credit monitoring services.



CREATE A BARRIER ▶

Look for a second form of site verification (phone call, text message, key fob).

LIMIT YOUR RISK ▶

Use a credit card with a small limit for online purchases vs. a debit card.



INCREASE SECURITY ▶

Vary passwords by including upper and lower case letters and numbers.



SOURCES:

- [1] <http://www.phishing.org/>
- [2] http://www.symantec.com/content/en/us/enterprise/other_resources/b-intelligence_report_09_2012.en-us.pdf
- [3] http://apwg.org/reports/APWG_GlobalPhishingSurvey_2H2011.pdf
- [4] <http://www.networkworld.com/news/2012/120712-paypal-phishing-scams-ramp-up-264895.html>
http://www.fbi.gov/news/news_blog/holiday-shopping-tips
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10 Ways to Avoid Identity Theft While Traveling

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Taking a trip, whether for business or pleasure, involves a lot of planning. Be sure one more thing makes it onto your itinerary — protecting yourself from identity theft. Here are 10 steps you can take to avoid losing your identity while you're on the road.

Before You Leave

- 1. Call your bank and credit card companies.** Corporate Travel Safety, an online seller of travel security and safety products, suggests you tell your credit card companies when and where you are going to be traveling. "Most institutions are happy to monitor your accounts, as they do not want to be liable for any stolen sums," **the company advises.**
- 2. Stop mail.** Having a neighbor collect your mail isn't safe enough, according to Corporate Travel Safety. Visit your local post office and put a stop on your mail—which could include Social Security statements, pay stubs, credit card statements and many other sensitive documents—until you return.
- 3. Clean out your wallet.** Leave at home wallet contents that are not absolutely necessary, including cards with Social Security numbers on them.
- 4. Pay your bills before you leave.** You may think it might be nice to catch up with bills in your hotel room, but don't do it. There are many people who have access to your room and the personal information on those bills.
- 5. Don't tell the world you're traveling.** Social networking sites can leave you vulnerable to unscrupulous acquaintances of people you know, so don't announce that you're leaving home for an extended time, and save posting those great photos of you on the beach until you're back home.

While You're Gone

FTC-0001393

6. Carry on. When you travel, you usually need sensitive documents, such as a passport, tickets and itinerary, traveler's checks, a driver's license, reservation information, travel insurance details and credit cards, points out the [US Travel Insurance Association](#).

What's the safest place to carry these? On your person using a security belt.

A carry-on bag and purse don't offer as much security because you don't always have them under your control, says USTIA. "The point is that your carry-on is often physically separated from you, and that means it is less safe for storing anything you really can't afford to lose."

7. Use the hotel safe. When you can't carry everything with you, store your passport, tickets, excess cash and credit cards in the hotel safe. Do not leave ID-related documents loose in your room while you're out.

8. Credit card control.

- ▶ Be aware when using an ATM. Use an inside machine whenever possible.
- ▶ Avoid using your credit card number on public computers unless you are sure it's a secure site and your information is removed before the session ends.
- ▶ Watch credit card transactions completely to notice if anyone is writing down your number or photographing your card.
- ▶ Never provide your credit card number over the phone, even to hotel staff members. Instead, go to the front desk and ask for a valid reason why it's needed.

9. Use RFID protection. Many credit cards have radio frequency identification (RFID) chips embedded in them, which makes using them easier—and stealing them easier too, according to [Corporate Travel Safety](#). High-tech scammers can retrieve that information and use it for fraudulent activities. Consider using an RFID-protecting wallet, handbag or case.

10. Act fast. If you do lose any important documents, report it immediately. Contact your credit card companies to cancel the cards, and alert credit reporting agencies. If your driver's license goes missing, file a report with local police.

"The U.S. Transportation Security Administration and airline representatives stress the importance of this step, which creates a paper trail and pinpoints the loss at a specific time and place," according to [Fodors.com](#).

If your passport is lost or stolen while traveling overseas report it immediately to the nearest U.S. Embassy or Consulate, says the State Department. They can help you get a replacement. You also should report the incident to the local police.

For more on how to report identity theft, visit the U.S. Department of Justice's Financial Fraud Enforcement Task Force at www.stopfraud.gov.

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What to Do if You Lose a Credit Card

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Most people have at some point experienced the panic of losing a credit card. That sinking feeling in your stomach when you realize you left the card behind at a restaurant or that your wallet was lifted by a pickpocket on the subway, followed swiftly by a spike in blood pressure as you imagine some stranger having a field day at Neiman Marcus.

But a lost or stolen credit card isn't the end of the world. There's actually a standard process by which you can report it missing and limit the damage.

Here's how:

Step 1: Report it to the company

The quicker you do this the better. According to the Federal Trade Commission, under the Fair Credit Billing Act, your liability for unauthorized use of your credit card tops out at \$50.

However, if you report the loss before your credit card is used, the FCBA says you are not responsible for any charges you didn't authorize. Find the phone number for reporting a lost card on your most recent bill.

Many companies have toll-free numbers and a 24-hour service for such emergencies. If you have online access to your account, you may be able to use the company's website to report your missing credit card. In addition to cancelling the card, most credit card companies will immediately issue you a new one with a new account number.

Step 2: Call the police

File a report with the police. This provides additional protection should your lost card fall into the hands of identity thieves.

Step 3: Follow up

Send the credit card company a formal letter or e-mail. Include your account number, the date and time when you noticed your card was missing, and when you first reported the loss, [the FTC says](#).

Keep a copy of the letter. It's also a good idea to send it by certified mail and ask for a return receipt.

FTC-0001396

Step 4: Review and notify sources of automatic charges

Many of us have set up automatic payments on credit cards. Is Netflix or your favorite charity taking its monthly fee from this card? Go through your most recent bills and make a list of all the automatic payments, says [Lifehacker.com](#). If you've already received a new account number from your credit card company, update each account with the new credit card information (usually you can do this online). Otherwise, your service may be disrupted when the payment is rejected for the old account number. Also, you may need to notify any companies from which you made any recent online purchases, especially those that don't charge your card until the merchandise is shipped.

Step 5: Watch your statement

Check your card statement carefully for transactions you didn't make. Report these transactions to the card issuer as quickly as possible via letter. Be sure to send the letter to the address provided for billing errors.

Step 6: Place a fraud alert

Three national credit reporting companies keep records of your credit history. If someone has misused your personal or financial information, call one of the companies and ask for an initial fraud alert on your credit report, according to the FTC.

A fraud alert is free. You must provide proof of your identity. The company you call must tell the other companies about your alert. An initial fraud alert can make it harder for an identity thief to open more accounts in your name. When you have an alert on your report, a business must verify your identity before it issues credit, so it may try to contact you. The initial alert stays on your report for at least 90 days. You can renew it after 90 days. It allows you to order one free copy of your credit report from each of the three credit reporting companies. Be sure the credit reporting companies have your current contact information so they can get in touch with 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.

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.

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 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 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.

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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

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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

[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

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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

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 and how it can affect you



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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](#).

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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.

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 or find us on Twitter at [@DSpacesTV](https://twitter.com/DSpacesTV) or on Facebook at: www.facebook.com/DSpacesTV!

About LifeLock

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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.

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, 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.

About LifeLock

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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

Tweet

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

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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."

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.

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.

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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.

About LifeLock

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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/>.

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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.

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ID Analytics to Host 11th Identity And Credit Risk Management Conference

San Diego, CA — **ID Analytics, Inc.**, a consumer risk management company, will host Advance 2013, its 11th 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.

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LifeLock Names Seth Greenberg as Chief Marketing Officer



Tempe, Ariz. — LifeLock (NYSE: LOCK) today announced that Seth Greenberg will be joining LifeLock as its Chief Marketing Officer effective July 22. In this role, he will continue to enhance the LifeLock brand, raise awareness and drive new member adoption. Greenberg will advance the company's mission to help consumers take control of their identities and protect against identity fraud. Previously, Greenberg served as Vice President, social, advertising, brand and digital strategy for Intuit.

"We believe Seth brings the perfect blend of creative, online and offline marketing leadership to LifeLock," said Hilary Schneider, President, LifeLock. "At our core, LifeLock is dedicated to better protecting consumers from identity theft and delivering the most advanced fraud and credit risk solutions in the industry. Seth approaches marketing by connecting with consumers and we could not ask for a better leader to further build our brand."

Most recently Greenberg helped Intuit raise awareness of its Small Business Group and firmly established it as a partner and trusted advisor for millions of small businesses. Prior to that role, Greenberg held positions of increasing responsibility at the company, including six years as the digital leader of Turbo Tax where his team helped more than double the business to what is now 25 million annual tax returns eFiled. Additionally, he also served as Head of Global Media and Digital Marketing representing all Intuit brands including, Quickbooks, Quicken, and Mint.com. Before Intuit, he was the CEO and Owner of EHOBBIES.

Greenberg will replace the company's current Chief Marketing Officer Marvin Davis who earlier this year announced his intention to pursue other interests, and has aided LifeLock through this transition. Davis has been with the company since September 2009.

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, 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.

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.

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

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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.

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.

About LifeLock

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LifeLock Announces Date of Second Quarter 2013 Financial Results Conference Call

Tempe, AZ — LifeLock, Inc. (NYSE: LOCK), an industry leader in proactive identity theft protection, today announced that it will report financial results for the second quarter ended June 30, 2013 after market close on Wednesday, July 31, 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) 515-2914 from the United States or (617) 399-5128 internationally with conference ID 84617316, 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 August 7, 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 76397931.

About LifeLock

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ID Analytics Announces ID Score® 8.3 for Advanced Fraud Detection



San Diego, CA — ID Analytics, Inc., a leader in consumer risk management, today announced a new version of its flagship fraud detection solution, ID Score, which combines real-time insight into identity risk with the option of insight into device risk to help enterprises improve fraud detection for new account applications. The solution harnesses the power of the ID Network®, one of the nation's largest networks of cross-industry consumer behavioral data. ID Score 8.3 is one of the first solutions to combine identity and device risk to deliver a unique and powerful view into application fraud. This improved visibility into consumer behavior enables companies to improve fraud detection rates, reduce operational expenses and enrich the customer experience.

Balancing Application Fraud Risk with Consumer Demand

Application fraud is a cross-industry problem spanning a variety of sectors including financial services, telecommunications, eCommerce and government that continues to cost leading organizations millions of dollars annually. Organizations are challenged to keep pace with criminals' evolving fraud techniques as fraud continues to rise. At the same time, they need to meet the increasing demands of the consumer with convenient self-service technologies across multiple channels. As the number of legitimate and fraudulent applications submitted through these channels increases, companies face the challenge of protecting a business which is constantly exposed to risk. To mitigate this risk, organizations require a real-time understanding of application fraud risk across more channels with greater accuracy than ever before.

Unique Insight Into Consumer and Device Risk

ID Score 8.3 improves the effectiveness of identity fraud detection through greater insight into consumer behavior and device profile risk, uncovering hidden associations between events, accounts and device usage. This unique insight drives improved fraud assessment that enables companies to quickly discern legitimate consumers from potentially risky individuals. The need for additional review can be limited to only the riskiest populations. ID Analytics has partnered with leading device authentication providers to generate cutting-edge risk assessments on billions of devices for hundreds-of-millions of credit active Americans.

"Companies are increasingly competing for customers and offering the convenience of online and mobile applications as a way to stand out," said Garient Evans, director of Identity Risk Solutions at ID Analytics. "ID Score 8.3 eliminates the drawn-out application and identity verification processes that lead to abandoned applications. ID Score 8.3 helps companies reduce excessive reviews of low-risk applications and focus risk mitigation strategies on the highest risk applications associated with suspicious devices and suspicious identities."

For more information on ID Score 8.3, please see <http://www.idanalytics.com/solutions/enterprise/identity-risk/ID-score/>.

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

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LifeLock to Present at Upcoming Investor Conferences

Tempe, AZ — 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:

- Needham's 2nd Annual Software and Services Conference in New York, NY on August 6, 2013 at 2:30 p.m. Eastern Time, or 11:30 a.m. Pacific Time.
- The Canaccord Genuity 33rd Annual Growth Conference in Boston, MA on August 14, 2013 at 11:30 a.m. Eastern Time, or 8:30 a.m. Pacific Time.

A live webcast will be accessible from the investor relations page of the LifeLock website at <http://investor.lifelock.com/>. Following each event, a replay will be made available at the same location.

About LifeLock

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Keynotes, Agenda Set for Advance 2013 Conference



SAN DIEGO, CA, July 23, 2013 - **ID Analytics**, Inc., a leader in consumer risk management, today announced the keynotes and agenda for **Advance 2013**, the annual preeminent credit and identity risk management conference. In its 11th year, Advance is designed to highlight innovations in consumer risk management and serve as a platform for industry discussion.

The conference will be held September 24-26, 2013 at the Omni San Diego Hotel and will bring together leadership across multiple business, government and academic disciplines with the objective of establishing a dynamic dialogue for credit and risk executives. This year's conference will explore the expanding definition of identity, where innovation is headed, which consumer behavior trends matter the most and what it will take to successfully balance risk while fostering new opportunities. Keynotes this year include:

- **Tom Ridge, former Homeland Security Secretary and Governor of Pennsylvania** will illustrate through his personal experience, the expanding global vulnerabilities the world faces as a consequence of our current technological and social landscape.
- **Pamela Meyer, founder and CEO of Calibrate**, a leading deception detection training company, and author of the bestselling book *Liespotting*, will present custom research on societal trends and motivations for deception and dishonesty.
- **James Fowler, Ph.D., noted professor of Medical Genetics and Political Science at the University of California, San Diego**, will advance the dialogue with a deeper dive into consumer behavior by examining consumer interaction with social networks, behavioral science and evolution through data.
- **Rudolph Giuliani, former New York City Mayor**, Rudolph Giuliani, former Mayor of the City of New York, will share his principles of leadership, and how his experiences running the City of New York can be useful to those managing in the private sector.

In addition, Advance 2013 will include sessions featuring industry experts that cover topics such as:

- Social Media in Credit Decisioning
- Changing Behaviors in the Mobile World
- The Intersection of Online and Offline Identities
- Big Data, Big Dilemma
- Emerging Technologies in Identity

To register or for further information, please visit the Advance 2013 website at:

www.idanalytics.com/Advance2013 or email

marketinginfo@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.

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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.

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ID Analytics Announces ID Score® Account Takeover 2.0 for Improved Risk Mitigation

San Diego, CA. — ID Analytics, Inc., a leader in consumer risk management, today announced an updated version of its ID Score Account Takeover (ATO) solution designed to help enterprises mitigate the risks associated with consumer-initiated account management activities. ID Score ATO 2.0 enables organizations to better assess account takeover risk and is the only source of cross-industry consumer identity-based insights into the fraud risk associated with changes to an existing account. The solution harnesses the power of the ID Network® one of the nation's largest networks of cross-industry consumer behavioral data. With ID Score ATO 2.0, companies can reduce one of the most damaging types of fraud, adhere to compliance standards, and maintain positive customer relationships.

ID Score ATO 2.0 scrutinizes consumer-initiated account activity across all channels, product lines and industries, making it a unique and powerful solution. In addition to scoring the risk of events such as address, phone and email changes, the latest version of ID Score ATO can identify more event types including requests for new plastic, paper suppression, the addition of authorized users, PIN and password changes, and new check orders, among others.

ID Score ATO 2.0 looks for patterns and behaviors that indicate whether a consumer initiated account transaction is high or low risk. The solution enables enterprises to stop the riskiest transactions from progressing further by comparing account change requests against personally identifiable information (PII) and the nearly 1.7 billion records of U.S. consumer events found in the ID Network.

A Cross-Industry, Cross-Channel Problem

"Account takeover is a persistent issue that costs companies and the government millions each year. The problem will grow with the proliferation of publicly available personal information, increasing numbers of data breaches and an increasing number of online 'black markets' for private data," said Julie Conroy, research director at Aite Group. "As fraudsters continue to find ways to manipulate customer's account information and identities, organizations must look to new tools like ID Score ATO that incorporate identity-based data and information to complement their existing authentication and account compromise solutions."

ATO is a cross-industry problem impacting financial services, telecommunications, eCommerce, government and other industries. A particularly painful issue for organizations, ATO leads to financial losses and damages the account holder's faith in the enterprise to guarantee security and protect privacy. In many cases organizations learn about account takeover events from their customers before detecting the behavior themselves, further jeopardizing the customer relationship. Contributing to the challenge is the difficulty coordinating consumer account management activity across different lines of business and customer care channels. To better protect customer relationships, companies need an enterprise approach to mitigating ATO fraud across business lines and contact channels.

"The best ATO solutions reduce 'friction' for legitimate account management activities while focusing additional, expensive resources on only the highest risk events," said Garient Evans, director of Identity Risk Solutions at ID Analytics. "Our enterprise customers face increasing scrutiny from both regulators and consumers to protect their assets, privacy, and data. ID Score ATO 2.0 is specifically tailored to help organizations defend their hard-won customer relationships and provides a one-of-a-kind offering to guard legitimate account holders from fraud."

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For more information on ID Score ATO 2.0, the account takeover threat and issues in the industry, download the ID Analytics white paper, "Best Practices in Account Takeover Defense," by visiting www.idanalytics.com/solutions/white-papers.

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.

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**ID Analytics Names New Chief Scientist**

San Diego, CA. — ID Analytics, Inc., a leader in consumer risk management, today announced that Michael Lazarus has joined the company as Chief Scientist. Lazarus brings more than two decades of experience in predictive and behavioral modeling and algorithmic software development to ID Analytics. He will provide technical leadership to the analytical modeling development team for the continued design, building and implementation of scoring models and algorithms. Lazarus will report to Dr. Stephen Coggeshall, Chief Analytics and Science Officer for the company.

Prior to joining ID Analytics, Lazarus held multiple positions at Atigeo, an enterprise solutions technology company. Most recently he served as vice president of analytics, where he was responsible for leading science and engineering as well as supporting technical sales. Prior to his role as vice president, he was a principal scientist developing scalable analytic software in the areas of information retrieval, topic modeling and contextually aware search.

Earlier in his career, Lazarus was a director of analytic science for Fair Issac where he led development efforts for the identity theft prevention product and model builder for Predictive Analytics. He has also served as chief technology officer and chief analytics officer for RealAge, Inc., a lifestyle media company, as well as product director for Hewlett Packard. Lazarus is a graduate of the University of Michigan and earned a Master of Science in electrical and computer engineering from the University of California, San Diego.

"Michael's experience in predictive analytics algorithm development makes him a valuable addition to our team," said Dr. Coggeshall. "We believe his knowledge in the predictive modeling of consumer behavior using advanced technologies will help us further enhance our identity risk, credit analytics and consumer protection solutions that are trusted by enterprises across a diverse number of industries and government agencies."

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.

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LifeLock Adds Marketing Leader Gary Briggs to Board of Directors

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Tempe, AZ. — LifeLock (NYSE: LOCK) today announced the appointment of Gary Briggs to the LifeLock Board of Directors. Briggs brings breadth and depth of marketing expertise for high growth businesses with premier brands. Briggs was recently appointed Chief Marketing Officer at Facebook. Prior to joining Facebook, Briggs served as an advisor to the CEO of Motorola Mobility, a subsidiary of Google, Inc.

"LifeLock delivers market leading consumer protection powered by innovative science, technology and analytics, and it is important to have the perspective of top technology leaders," said LifeLock CEO Todd Davis. "We believe that Gary's marketing experience and industry leadership will provide LifeLock with important insights that will further fuel our momentum."

After Google's acquisition of Motorola Mobility, Briggs served as Senior Vice President, overseeing all aspects of product and regional marketing, consumer research, communications, eCommerce and the Motorola Mobility brand and advertising. Previously he was Google's vice president of Consumer Marketing, overseeing Google's marketing efforts for search, commerce, Google+, Google.org, and the Google brand. Briggs has held previous roles with eBay, Pepsi and IBM.

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 Names Villi Iltchev as Executive Vice President of Corporate Development



Tempe, AZ. — LifeLock (NYSE: LOCK) today announced that Villi Iltchev has joined LifeLock as Executive Vice President of Corporate Development. In this role, he will help to accelerate LifeLock's growth through partnerships and potential acquisitions. Previously, Iltchev led the mergers, acquisitions and investment team at Salesforce.com. He will report to Todd Davis, Chairman and CEO, LifeLock and will be based in San Francisco, CA.

"Villi is well-respected and will add a wealth of expertise in building strong relationships that foster growth," said Davis. "He will help us extend our leadership position as a company that leverages science and patented technology to protect consumers and businesses from identity theft and fraud."

Most recently, Iltchev was responsible for driving acquisition and investment strategy, leading deal execution and setting integration vision for Salesforce.com. He has executed numerous acquisitions in his career, including recent key growth acquisitions such as ExactTarget, Edgespring, Heroku, Jigsaw, Ryppe and Golstant. Prior to Salesforce.com, he led the Corporate Development team for the enterprise hardware business at Hewlett-Packard. Additionally, he was a Vice President on the technology investment banking team at Merrill Lynch where he advised technology companies on strategic and financing projects.

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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Georgia Law Enforcement Invited to Free Identity Theft Summit Presented by FBI-LEEDA and LifeLock



Tempe, Ariz. — According to recent report from **ABC News** a Georgia teen proved just how easy it is to be an identity thief. The teen apparently searched online for a Social Security number that he later used to apply for a credit card. This teens actions will be added to an already staggering report for Georgia, ranking 4th in the nation for identity theft complaints according to the **Federal Trade Commission**.

In effort to tackle this ranking, **Chief John A. Proctor** and the Albany Police Department will host an award-winning educational summit for law enforcement on January 24. LifeLock (www.lifelock.com) and the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**) will present the free, one-day identity theft summit bringing together local, regional and state law enforcement officials.

This will mark the seventh time the training has been presented in Georgia dating back to 2009. Participants will be presented with real case information and insight as to how law enforcement can best work to combat the crime. Instruction will also be provided regarding various generations of identity theft as well as information on new scams and the most effective investigative strategies.

Details for the Identity Theft Summit in Albany, GA:

- The Albany summit will be held from 8:00 a.m. to 4:00 p.m. on **Tuesday, January 24** at the **Albany Civic Center**, 100 W Oglethorpe Blvd., Albany, GA 31701

"Whether they become a victim themselves or are investigating an identity theft case it's important for front line law enforcement officials to know that there are resources available. Our summits provide an in-depth look at each area of vulnerability consumers face from birth to adulthood and the many ways they can protect themselves," said **LifeLock Chairman and CEO Todd Davis**. "It is important that our law enforcement understand the latest scams and techniques being used. This will better prepare them for the investigations they are likely to experience in the field."

As the leader in identity theft protection, LifeLock knows the importance of educating consumers. In coordination with the summits for law enforcement, LifeLock also provides free education to consumers nationwide. To host a presentation please visit LifeLock.com.

While in Georgia, LifeLock will present additional identity theft trainings aimed at educating consumers on the growing threats of identity theft. The Albany Police Department and the Albany Chamber of Commerce will each host presentations on Monday, January 23rd. The first presentation will be held from noon to 1:00 p.m. at the Albany Convention and Visitors Bureau, 112 North Front Street. The second presentation will be held from 6:00 p.m. to 7:00 pm at the Albany Police Department Law Enforcement Center, Community Room, 201 West Oglethorpe Boulevard. Both presentations are open to the public.

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's Clarissa Cerda Honored by Arizona Business Magazine and the Association of Corporate Counsel**

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Tempe, Ariz. — **Clarissa Cerda**, LifeLock's Senior Vice President, General Counsel and Secretary received the Intellectual Property Attorney of the Year award at **The Association of Corporate Counsel Awards Ceremony & Dinner Reception** that was held on Thursday, January 12, 2012 at The Ritz-Carlton in Phoenix.

Cerda serves on the LifeLock Executive Leadership Team and manages LifeLock's legal, compliance, government affairs, and human resources functions. She has 20 years experience of lawyering and negotiation, effective management, and strategic advising in fast-paced, technology corporations, leading law firms and the White House.

"This recognition comes as a surprise. I am especially honored to be recognized amongst a group of such outstanding finalists. I commend the Arizona Corporate Counsel for recognizing the contributions of in-house counsel," said Cerda. "I am lucky to have an extraordinarily talented team here at LifeLock. We are committed to setting the bar in all disciplines on our mission to protect all things personal."

She currently sits on the board of directors of the **Minority Corporate Counsel Association**. Previously, Cerda has held various national positions on the American Bar Association (ABA), including the co-chair of the ABA's Science and Technology Law Section's Privacy Committee.

"We are all very proud of Clarissa and her outstanding achievements," said **LifeLock Chairman and CEO Todd Davis**. "It is a privilege to witness her extraordinary legal abilities and exemplary leadership on a daily basis. Her strong character and multitude of talents have helped to put us in the position we are today - the industry leader in identity theft protection."

Other categories for The ACC Awards Ceremony and Dinner included Public Company, Private Company, Nonprofit Company, Government/Municipal/Public Sector, Up-and-Comer, In-house Law Department of the Year and Litigator of the Year.

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Texas Law Enforcement to Begin the New Year with Award-Winning Identity Theft Summit Presented by FBI-LEEDA & LifeLock



Tempe, Ariz. — According to the [Federal Trade Commission](#), the state of Texas is ranked 5th in the nation for identity theft and the city of Brownsville is ranked 2nd in the nation. In an effort to combat their alarming ranking the Brownsville Police Department will host a free educational summit presented by LifeLock (www.lifelock.com) and the FBI Law Enforcement Executive Development Association ([FBI-LEEDA](#)). The identity theft summit will bring together local, regional and state law enforcement officials to better understand the crime of identity theft.

The training will occur in the wake of a local breach on Christmas day that brought the total number of breaches to **50** for Texans in 2011. The [New York Times](#) reported the global intelligence agency, [Stratfor](#) was hacked with nearly 100,000 credit card account details at risk for fraud and identity theft.

This summit will mark the sixth time the training has been presented in Texas. Attendees will be presented with 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 Brownsville, TX:

- The Brownsville summit will be held from 8:00 a.m. to 4:00 p.m., on **Tuesday, January 17** and at the **Brownsville Events Center**, #1 Events Center Blvd., Brownsville, TX 78521

"Almost 6000 law enforcement have completed our training since we began in 2008 and as we enter 2012 we know there's still a lot of work to do. Unfortunately, with budget cuts and continued strain in the economy identity theft is only going to get worse. Identity thieves are certainly not going to stop on their own, they tactically pursue their targets whether it's hospital patients or even students," said [LifeLock Chairman and CEO Todd Davis](#). "They have proven to be very successful in their efforts with **\$4.6 billion claimed in fraudulent tax refunds** alone. We understand government funding is spread thin but how much more as a nation can we stand to hand over to these criminals?"

As the leader in identity theft protection, LifeLock knows the importance of educating consumers. In coordination with the summits for law enforcement, LifeLock also provides free education to consumers nation-wide. To host a presentation 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.

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California Shines Spotlight on Identity Thieves during Law Enforcement Training Presented by LifeLock and FBI-LEEDA

San Diego and San Francisco Law Enforcement Officials Invited to Free Trainings March 12, 14



Tempe, Ariz. — Consistently identified as a top five state for identity theft by the **Federal Trade Commission**, residents of California are prime targets for identity theft. To better help Californians in their fight against this insidious crime, **LifeLock, Inc.**, an industry leader in proactive identity theft protection, and the **FBI Law Enforcement Executive Development Association (LEEDA)** will present their award-winning identity theft training to law enforcement in San Diego and San Francisco in March.

On Monday, March 12, **Sheriff Bill Gore** and the **San Diego County Sheriff's Department** will host the eight-hour training at the San Diego Regional Firearms Training Center. On Wednesday, March 14, the **United States Marshals Service** - Northern District of California and the **Federal Reserve Bank of San Francisco** will host the training at the Federal Reserve Bank in San Francisco. Trainings are free and open to local, regional, state and federal law enforcement officials. Each summit will begin promptly at 8 a.m. and conclude at 4 p.m.

The San Francisco training on March 14 has reached maximum capacity and as a result of the volume of interest, a second course has been scheduled for Monday, June 25.

"The demand for our identity theft trainings has increased exponentially," said Dean Crisp, FBI-LEEDA Faculty. "Our class sizes have increased as the crime has gained momentum. Today's law enforcement officer is seeing more and more reports of identity theft and this training provides them the most advanced material available to best work cases and provide real time solutions to identity theft victims."

Course participants will engage with the top identity theft investigators in the field to learn the various tools and methods employed by criminals today. Open to police chiefs, sheriffs, investigators, detectives, patrol officers and support staff, the training will include a historical perspective on the crime as well as emerging technologies. Participants will have the opportunity to share past experiences as they develop a set of "best practices" to use when working investigations.

Since October 2008, FBI-LEEDA and LifeLock have presented more than 85 free trainings around the country, reaching more than 5,900 law enforcement officials representing more than 2,000 different agencies. The **award-winning** training has spanned more than 31 states with the mission of reaching all 50 states before the end of 2012.

Details for the California Identity Theft Summits:

- The San Diego summit will be held from 8 a.m. - 4 p.m. on Monday, March 12 at the San Diego Regional Firearms Training Center, 440 Alta Road, San Diego, CA 92154.
- The San Francisco training will be held from 8 a.m. - 4 p.m. on Wednesday, March 14 at the Federal Reserve Bank: Janet Yellen Conference Room, 101 Market Street, San Francisco, CA 94105.

As the leader in identity theft protection, LifeLock understands the importance of educating consumers. In coordination with the summits for law enforcement, LifeLock also provides free education to consumers nationwide. To learn more about LifeLock's educational initiatives or to schedule a free presentation, visit LifeLock.com.

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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 and FBI-LEEDA Present Law Enforcement Training in Michigan

Southfield Law Enforcement Officials Invited to Free Identity Theft Trainings March 2



Tempe, Ariz. — In a world of unprecedented attacks on our personal information, identifying potential threats and helping to defend against them is increasingly important. Identity theft includes more than fraudulent credit card charges; these threats span across IRS fraud, medical fraud, loan fraud and employment fraud, all of which are not easily remedied. On Friday, March 2, LifeLock and the FBI Law Enforcement Executive Development Association (LEEDA) will present a free, one-day training on identity theft. Open to active law enforcement officials, participants will engage with the top identity theft investigators in the field to learn the various tools and methods employed by criminals today. Hosted by the Michigan Identity Theft Task Force, the course will address specific identity theft issues in Michigan as well as state laws related to the crime.

According to the [Federal Trade Commission's 2010 Consumer Sentinel Report](#), identity theft tops the list of consumer complaints for the 11th consecutive year. The report shows that the top identity theft complaint filed from Michigan residents was government documents or benefits fraud. This type of complaint was also reported to be the #1 reported identity theft over all states.

"Government documents and benefits fraud can be extremely complex to resolve," said [Todd Davis, LifeLock Chairman and CEO](#). "The surge of these reports to our law enforcement can become overwhelming and confusing given all the different variables and parties involved. [Fox News](#) recently reported the IRS admitting to being overwhelmed by the surplus of reports, turning away crowds of consumers simply trying to report their victimizations. While they're offices may be overwhelmed, our hope is that through our law enforcement training our officials can better understand how to handle these reports and investigations."

The summit is open to police chiefs, sheriffs, investigators, detectives, patrol officers and support staff, the training will include a historical perspective on the crime as well as emerging technologies. Participants will have the opportunity to share past experiences as they develop a set of "best practices" to use when working investigations.

This [award-winning](#) training will be the 4th summit presented to Michigan officials, previously presented in Brownstown, Traverse City and Ann Arbor. Since October 2008 FBI-LEEDA and LifeLock have presented more than 86 free trainings around the country, reaching more than 5,900 law enforcement officials representing more than 2,000 different agencies.

Details for the Southfield Identity Theft Summit:

- The Southfield summit will be held from 8 a.m. - 4 p.m. on Friday, March 2 at the Michigan First Credit Union, 27000 Evergreen Road, Lathrup Village, MI 48076.

As the leader in identity theft protection, LifeLock understands the importance of educating consumers. In coordination with the summits for law enforcement, LifeLock also provides free education to consumers nationwide. To learn more about LifeLock's educational initiatives or to schedule a free presentation, 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.

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**Tennessee Law Enforcement Invited to Identity Theft Summits in Nashville and Chattanooga, Presented by FBI-LEEDA & LifeLock**

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Tempe, Ariz. — According to the **Tennessee Division of Consumer Affairs**, the state of Tennessee received nearly 40,000 complaints in regards to deceptive business practices including identity theft during the 2010-2011 fiscal year. In an effort to contest these complaints, officials have been touring the state with a new message to consumers, don't get scammed in 2012. In their support, The Tennessee Bureau of Investigation and the Hamilton County Sheriff's Annex will each host a free educational summit for law enforcement presented by LifeLock (www.lifelock.com) and the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**). The identity theft summits will bring together local, regional and federal law enforcement officials to better understand the crime of identity theft.

These summits will mark the third time the training has been presented in Tennessee since 2011; previous events were hosted in Nashville and Knoxville in 2010. Attendees will be presented with 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 two Identity Theft Summits in Nashville and Chattanooga, TN:

- The Nashville summit will be held from 8:00 a.m. to 4:00 p.m. on **Tuesday, February 21** at the **Tennessee Bureau of Investigation Headquarters**, 901 RS Gass Blvd., Nashville, TN 37216
- The Chattanooga summit will be held from 8:00 a.m. to 4:00 p.m. on **Thursday, February 23** at the **Hamilton County Sheriff's Annex**, 6233 Dayton Blvd., Hixson, TN 37343

"As identity theft remains the top consumer complaint, we continue to be vigilant in educating law enforcement and consumers across the nation," said **LifeLock Chairman and CEO Todd Davis**. "It is not always thought of as a violent crime; however the repercussions can be just as devastating for the victims. The consequences are not always tied to a dollar amount; victims of identity theft are often times left feeling violated. Our summits provide the opportunity to educate law enforcement officials on the severity of the crime and essential steps to combating these offenses on the front lines."

As the leader in identity theft protection, LifeLock knows the importance of educating consumers. In coordination with the summits for law enforcement, LifeLock also provides free education to consumers nationwide. To learn more or to host a free presentation please visit LifeLock.com.

About LifeLock

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LifeLock Partners with Relativity Media on its Upcoming Navy SEALs Action Thriller Act of Valor, in theatres February 24th



Tempe, Ariz. — LifeLock, Inc. (www.lifelock.com), an industry leader in proactive identity theft protection has partnered with Relativity Media on behalf of its upcoming highly-anticipated action thriller *Act of Valor*. An unprecedented blend of real-life heroism and original filmmaking, *Act of Valor* stars a group of active-duty U.S. Navy SEALs in a film like no other in Hollywood's history. *Act of Valor* combines stunning combat sequences, up-to-the-minute battlefield technology, and heart-pumping emotion for the ultimate action adventure film—showcasing the skills, training and tenacity of the greatest action heroes of them all: real Navy SEALs. The Navy SEALs are an elite force in national defense. Similarly, LifeLock is an elite force in the identity theft industry, each working to provide protection behind the scenes.

"Navy SEALs are an elite group of individuals, unyielding in their pursuit to protect and we're proud to bring their tremendous sacrifices into the spotlight," said Erick Dickens, Director of Product Marketing at LifeLock and former Army Captain in the Aviation Branch. "The last thing our military service members need to worry about during their deployments is the threat of identity theft, but unfortunately the risk for them is very real."

Members of the military may face the potential for an increased risk of identity theft due to long periods away from home and lack of access to mail and other personal data. Furthermore, Social Security numbers are used in a variety of military identification assets, potentially leaving them vulnerable to misuse. Prior to deployment, it is advised that members of the military appoint power of attorney to assist in the event of a compromise.

To learn more about *Act of Valor* and get an exclusive behind-the-scenes look at the film, visit [LifeLock on Facebook](#).

About *Act of Valor*

In theatres February 24, 2012, the Bandito Brothers' *Act of Valor* also actors Roselyn Sanchez, Alex Veadov, Jason Cottle and Nestor Serrano. Produced and directed by former Baja 1000 champion Mike "Mouse" McCoy and former stuntman Scott Waugh, and written by Kurt Johnstad (300), *Act of Valor* features a gripping story that takes audiences on an edge-of-their-seat journey, when a mission to recover a kidnapped CIA operative unexpectedly results in the discovery of an imminent, terrifying global threat, an elite team of highly-trained Navy SEALs must immediately embark on a heart-stopping secret operation, the outcome of which will determine the fate of us all.

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About Relativity Media

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Relativity Media is a next-generation studio engaged in multiple aspects of entertainment, including full-scale film and television production and distribution, the co-financing of major studio film slates, music publishing, sports management and digital media. Additionally, the company makes strategic partnerships with, and investments in, media and entertainment-related companies and assets.

To date, Relativity has produced, distributed, and/or structured financing for more than 200 motion pictures. Released films have accumulated more than \$17 billion in worldwide box office receipts. Relativity's recent films include: *Haywire*, *Immortals*, *Tower Heist*, *Bridesmaids*, *Hop*, *Limitless*, *Anonymous*, *Machine Gun Preacher*, *Cowboys & Aliens*, *Battle: Los Angeles*, *Season of The Witch*, *Little Fockers*, *The Fighter*, *The Social Network*, *Salt*, *Despicable Me*, *Grown Ups*, *Dear John*, *It's Complicated*, *Couples Retreat* and *Zombieland*. Upcoming films for Relativity include: *Act of Valor*, *The Raven*, *Mirror Mirror*, *21 Jump Street*, *American Reunion*, and *The Bourne Legacy*. Thirty-eight of the company's films have opened to No. 1 at the box office. Relativity films have earned 60 Oscar® nominations, including nods for *The Fighter*, *The Social Network*, *The Wolfman*, *A Serious Man*, *Frost/Nixon*, *Atonement*, *American Gangster* and *3:10 to Yuma*. Sixty-two of Relativity's films have each generated more than \$100 million in worldwide box-office receipts.

Relativity also owns and operates Rogue Pictures, a company that specializes in films targeted to the 13-25 year old audience, and RogueLife, Relativity's digital studio which is developing original content for the Web and creating sustainable online platforms and communities. RelativityREAL, Relativity's television arm, has 67 projects in production, including 17 original series that are currently airing or will air in the upcoming television season including *Police Women* for TLC, *Coming Home for Lifetime* and *The Great Food Truck Race* for Food Network. For additional information, please visit www.relativitymedia.com.

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LifeLock Strengthens Market Position through Acquisition of ID Analytics

Award-Winning Identity Theft Protection Company Makes Strategic Move



Tempe, AZ – LifeLock, Inc. and ID Analytics, Inc. announced today the completion of a strategic acquisition that brings together a leader in consumer identity theft protection services with a leader in enterprise identity risk management. Together, LifeLock and ID Analytics will be able to help both consumers and enterprises manage their identity risk. [Click here](#) to view the full press release.

About ID Analytics

ID Analytics, Inc. is transforming 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 behavioral data — with advanced science, ID Analytics provides unprecedented visibility into identity risk and creditworthiness. Every day, 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.



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**LifeLock Wins Stevie® Award at the 2012 Stevie Awards For Sales & Customer ServiceSM**

Tempe, Ariz. — LifeLock (www.lifelock.com) was recently recognized with a Stevie® Award in the Customer Service Department of the Year category in the sixth annual Stevie Awards for Sales & Customer Service.

The Stevie Awards for Sales & Customer Service are the world's top sales awards, contact center awards, and customer service awards. The Stevie Awards organizes several of the world's leading business awards shows including the prestigious American Business AwardsSM and International Business AwardsSM.

Nicknamed the Stevies for the Greek word for "crowned," the trophies were presented to honorees during a gala banquet on Monday, February 27 at Caesars Palace in Las Vegas. More than 350 nominated customer service and sales executives from the U.S.A. and several other countries attended. The presentations were broadcast live by the Business TalkRadio Network.

More than 1,000 entries from organizations of all sizes and in virtually every industry were submitted to this year's competition, an increase of almost 30% over 2011. Finalists were determined by the average scores of 93 professionals worldwide, acting as preliminary judges. Entries were considered in 27 categories for customer service professionals, including Contact Center of the Year, Award for Innovation in Customer Service, and Customer Service Department of the Year; 38 categories for sales professionals, ranging from Senior Sales Executive of the Year to Sales Training or Coaching Program of the Year to Sales Department of the Year of the Year; and categories to recognize new products and services and solution providers.

More than 100 members of seven specialized judging committees determined Stevie Award placements from among the Finalists during final judging this year.

LifeLock was also honored with a Stevie Award at the 9th Annual American Business Awards for 2011 Customer Service Team of the Year for its Resolution Team, and also recently recognized by the Aberdeen Group with the Industry Achievement Award of Excellence in Customer Service.

Details about the Stevie Awards for Sales & Customer Service and the list of Stevie winners in all categories are available at www.stevieawards.com/sales.

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.

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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.

Sponsors and supporters of the 6th annual Stevie Awards for Sales & Customer Service include American Support, the Business TalkRadio Network, Coloredge Los Angeles * New York, Competence Call Center, SDL and ValueSelling Associates.

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Virginia Welcomes Award-Winning Identity Theft Summit for Law Enforcement



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. According to the February 2012 Federal Trade Commission **Consumer Sentinel Network Report** the total national complaints received in 2011 were up 11% from the previous year.

In an effort to learn more about the widespread crime, the Northern Virginia Criminal Justice Academy will host a free identity theft summit presented by LifeLock, Inc. (www.lifelock.com), an industry leader in proactive identity theft protection and the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**). The summit will bring together local, regional and state law enforcement officials to better understand the crime of identity theft.

Details for the Identity Theft Summit in Ashburn, VA:

- The Ashburn summit will be held from 7:30 a.m. to 3:30 p.m. on Wednesday, March 21 at the Northern Virginia Criminal Justice Training Academy, 45299 Research Place, Ashburn, VA 20147.

"We've found that these crimes often span across many diverse jurisdictions and can be complex, to say the least because of the varying identity theft laws state to state," said Dean Crisp, FBI-LEEDA Faculty. "Through our summits we are able to draw together officials and provide the necessary tools to investigate with the end objective being an arrest in their current and future cases. We also hope to ultimately raise awareness for not only their communities but themselves as well. Year after year this crime continues to evolve and advanced education is absolutely essential to our front-line officials."

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.

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Michigan Law Enforcement Officials Fight Back Against Identity Theft

LifeLock & FBI-LEEDA Provide Identity Theft Training for Michigan Law Enforcement April 26th

Tempe, Ariz. — [The Huffington Post](#) recently reported that one in five taxpayers filed their tax returns at the last minute to meet the April 17th deadline, and with tax return identity theft on the rise many could discover their information has already been used and it may be months before a refund is issued. In 2011 the [Internal Revenue Service](#) saw a massive increase in such scams over 2010. That year, the IRS stopped 262,000 fake returns and \$1.4 billion in refunds because of identity theft in 2011, compared to fewer than 50,000 falsified returns and \$247 million dollars in 2010.

Tax return identity theft is a nationwide issue, but it has seen a meteoric rise in The Great Lakes State. According to the latest Federal Trade Commission report on identity theft complaints, crimes committed related to Government Documents or Benefits Fraud are up 10% in the state from the year prior, and the total number of complaints are up 18% in Michigan.

To combat this growing crime, LifeLock (www.lifelock.com), the FBI Law Enforcement Executive Development Association (FBI-LEEDA), [University of Phoenix](#) and the [Oakland County Sheriff's Office](#) will team up to present a free, one-day summit for local, regional and state law enforcement officials in Michigan to better understand how to protect communities from the increasing threats. The summit is scheduled to be held Thursday, April 26th at the University of Phoenix campus in Troy, Michigan. The award-winning training is free, and officials of all experience levels in investigating identity theft crimes are encouraged to attend.

"What the public may not know is that law enforcement agencies work together on a daily basis, sharing intelligence, photographs and crime trends in order to protect the public," said Carol Frederick, course instructor and veteran identity theft investigator. "The same crimes are often committed by the same individuals. Therefore, the more law enforcement knows about crime in the area, the safer the community will be."

The [award-winning educational summit](#) will help to increase law enforcement's knowledge base on this crime. The summit will cover identity theft trends and protection strategies as well as the newest techniques being used. Participants are strongly encouraged to share their awareness and resources with their family and communities to help protect against identity theft.

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.

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Idaho Law Enforcement Invited to Free Identity Theft Summit Presented by FBI-LEEDA & LifeLock

Tempe, Ariz. — The February 2012 Federal Trade Commission [Consumer Sentinel Network Report](#) showed government document or benefits fraud to be the number one complaint filed by victims in Idaho, followed by phone or utilities fraud and employment-related fraud. According to the report, identity theft topped the list of consumer complaints filed with the agency in 2011 for the 12th consecutive year. As the numbers rise, so does the need for information on how to combat this troubling crime.

In an effort to learn more about identity theft, [Chief Michael Masterson and the Boise Police Department](#) will host a free identity theft summit presented by the FBI Law Enforcement Executive Development Association ([FBI-LEEDA](#)) and [LifeLock, Inc.](#), an industry leader in proactive identity theft protection. Since 2008 the summits have reached over 6,000 law enforcement representing over 2,000 different agencies.

Law enforcement individuals from all levels are invited to attend this free identity theft summit which will provide information on the technological resources available to assist in identity theft investigations, in-depth instruction on investigative strategies, and hands-on learning.

Details for the Identity Theft Summit in Boise, ID:

The Boise summit will be held from 8:00 a.m. to 4:00 p.m. on **Tuesday, April 24th** at City Hall West, Sawtooth Auditorium, 333 N. Mark Stall Place, Boise, ID 83704.

"We have all witnessed in the media that identity theft and cybercrime are becoming more and more prevalent," said [LifeLock Chairman and CEO Todd Davis](#). "With the continued intelligence that criminals are gaining to get their hands on personal information, it is imperative that law enforcement officials have the most complete understanding and knowledge of identity theft, in order to help combat it. We are proud to present our summit in the State of Idaho for the very first time, with hopes of many more to come."

As a leader in identity theft protection, LifeLock understands the importance of educating consumers. In coordination with the summits for law enforcement, LifeLock also provides free education to consumers nationwide. To learn more about LifeLock's educational initiatives or to schedule a free presentation, visit [LifeLock.com](#).

About LifeLock

LifeLock, Inc. is an industry leader in identity theft protection. 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. 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 for two consecutive years, LifeLock has been recognized by *Inc.* magazine on their annual list of top 500 fastest growing privately held businesses in the United States and by the American Business Awards as having the 2011 Customer Service Team of the Year. In August 2011, Javelin Strategy & Research named LifeLock Command Center and Credit Score Manager as "Best in Prevention" in their annual Identity Protection Vendor Report.

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Louisiana Law Enforcement Invited to Free 2-Day Identity Theft Workshop Presented by FBI-LEEDA and LifeLock



Tempe, Ariz. — Many consumers work hard to keep their personal information safe yet they're still falling victim to identity theft. So how do identity thieves get a hold of the personal and financial information? [The Red Tape Chronicles](#) recently reported a massive security breach putting 1.5 million Visa and MasterCard card numbers at risk. Unfortunately, data breaches aren't a new topic for American consumers. According to the [Privacy Rights Clearinghouse](#) there have been 722 data breaches since January 2011, exposing over 32 million records. It should be no surprise that for the 12th year in a row, identity theft complaints have topped the [Federal Trade Commission](#) consumer complaint list.

To combat this growing crime, **Chief Don Dixon and the Lake Charles 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 award-winning **identity theft summit**.

"We saw a great need for additional training in identity theft and there is remarkable value in learning about new trends and investigative techniques," said Chief Don Dixon, Past President of FBI-LEEDA. "This training is free for all law enforcement officials in attendance and that's something I am truly glad we could bring to our area."

The two-day event, April 16th and 17th to be held at the Lake Charles Civic Center marks the 92nd 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. The in-depth training will provide participants with hands-on experience with tools and methods currently being used to investigate and prosecute identity theft crimes.

For additional recommendations on how to protect your personal information or to learn more about identity theft, visit us [LifeLock on Facebook](#) or at [LifeLock.com](#).

About LifeLock

[LifeLock, Inc.](#) is an industry leader in identity theft protection. 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 help manage their credit. 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 Inc. Magazine as the eighth fastest growing private company (2010), by Arizona Corporate Excellence as Arizona's Fastest Growing Company, and 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



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LifeLock's protection for



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<p>theft and how it can affect you</p> <p>▶ Learn more</p>	<p>leader in Identity Theft Protection.</p> <p>▶ Learn more</p>	<p>Individuals is secure.</p> <p>▶ Learn more</p>
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LifeLock Offers Identity Theft Protection through Transamerica Employee Benefits to Provide Employers and their Employees Peace of Mind

Tweet

Tempe, Ariz. — LifeLock, Inc. (www.lifelock.com), the industry leader in identity theft protection, will now offer its services through Transamerica Employee Benefits (TEB), a marketing unit of Transamerica Life Insurance Company that offers voluntary group life and supplemental health insurance products. During turbulent economic times in which the Social Security Administration recognizes identity theft as one of the fastest growing crimes in the nation, an employee who feels secure is more effective and productive.

"As we continue to expand our service offering, we have seen success in the employee benefit market. By aligning with Transamerica, we will be able to maximize our opportunities to provide our award-winning identity theft protection," said **Todd Davis**, CEO and Chairman of LifeLock. "Protecting employees from identity theft is essential to their financial security."

Technology has introduced an "information on-demand society" where sensitive information about millions of people can be easily accessed, distributed and sold within minutes. According to the 2012 Identity Fraud Report from Javelin Strategy & Research, there were 1.4 million additional new victims in 2011 over 2010. Often there is a delay between the time a consumer detects new account fraud and the time that stolen information is misused. According to the Javelin report, the delay can be as long as 151 to 165 days. While many of the hours an affected employee spends to resolve identity theft can occur during work, LifeLock's proactive protection and remediation can allow for continued efficiencies in the workplace.

"Voluntary benefits are becoming an increasingly important part of the overall employee benefits package as they enable employers to expand and diversify their offerings at the workplace," said Randy Clarkson, president TEB. "By offering LifeLock's identity theft protection services, we are able to provide our customers with access to a wide-array of insurance and non-insurance protection options."

Transamerica Employee Benefits will begin taking proposal requests today for the LifeLock service alongside its comprehensive suite of worksite insurance products.

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 Transamerica

Transamerica companies have been helping people create better futures for over a century. The Employee Benefits marketing unit of Transamerica Life Insurance Company (Cedar Rapids, IA) and Transamerica Financial Life Insurance Company (Harrison, NY) designs and markets voluntary group life and

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supplemental health insurance products. For more information, please visit www.transamericaemployeebenefits.com.

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LifeLock and ProtectCell Announce Partnership to Further Protect Consumers



Tempe, Ariz./Novi, Mich. - LifeLock, Inc. (www.lifelock.com), an industry leader in proactive identity theft protection, and Protect Cell (www.protectcell.com), a company that safeguards consumers' wireless lifestyles with industry leading innovative protection solutions today announced the partnership to offer the cellular consumer a security minded package that will protect not only the device, but also the content, like their personally identifiable information that is stored on that device from misuse by identity thieves.

ID Rescue powered by LifeLock is another step in ProtectCell's efforts to be much more than a membership plan, offering solutions that protect not only the mobile device but provide a suite of software solutions that aim at what the consumer uses the device for, another step in providing overall solutions for the consumer in a non-tethered world.

ProtectCell, in partnership with LifeLock will now offer consumers peace of mind that if their device goes missing, the content and the information on that device can be protected and with LifeLock's proactive alert network can help protect against the crime of identity theft.

"This partnership further affirms our mission to relentlessly protect consumers' information and we are continuously working to find new outlets to educate groups and individuals on the growing risks," said Steve McGrady, Sr. Vice President of Partner Sales with LifeLock. "Our strategic alliance with ProtectCell will help bring to light that losing a cell phone can not only be costly to replace the phone itself, but the devastating effects that could occur if thieves misuse the personal information stored in the device."

"ProtectCell's success is due in great part to our dedication to forging strategic alliances," said Scott McLaren, President and Chief Marketing Officer with ProtectCell. "Our relationship with LifeLock allows us to enhance our offerings to consumers and independent wireless dealers. We are proud to be working with the leader in identify theft protection and look forward to driving synergies out of this partnership that can't be achieved elsewhere. As the mobile space continues to broaden, we plan to continue to evolve ahead of it, and working with LifeLock is another step in that process of providing solutions that put the consumers needs first."

ProtectCell formally launched in 2006 and quickly became the first in the industry to offer monthly, one-year and two-year pricing, the first to eliminate the 30-day waiting period and the first to include additional benefits beyond traditional replacement by offering a suite of software services that aim at not only protecting the device itself but the consumer's wireless lifestyle. Today ProtectCell members receive the following benefits - Device Buyback, Digital Leash mobile security, Fast Device Delivery, an online Rewards Mall, and now ID Rescue powered by LifeLock is added to that list.

About LifeLock

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provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

About ProtectCell

ProtectCell safeguards consumers' wireless lifestyles by offering valuable services and protection alternatives compared to limited warranties and standard insurance. Known for its strong alliances with industry-leading partners, ProtectCell continues to evolve in order to meet the growing demands of both consumers and independent wireless dealers.

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Virginia Police Law Enforcement to Tackle Identity Theft Issues



Tempe, Ariz. — The internet has changed the way we learn, shop, socialize and do business, but it is also another avenue for crooks. According to a May [report](#) from [The Internet Crime Complaint Center](#) (IC3) in 2011 the Center saw a 3.4 percent increase in complaints over the year prior, and the reported dollar loss was \$485 million. Virginians lost more than \$11 million to internet scams in 2011, and ranked 6th in terms of total losses compared to all other states.

To help combat scams and identity theft in the community, Sheriff E. Hargis and the [Portsmouth Police Department](#) will be hosting a free, one-day identity theft summit presented by the FBI Law Enforcement Executive Development Association ([FBI-LEEDA](#)) and [LifeLock, Inc.](#), an industry leader in proactive identity theft protection.

The all-day training event is scheduled for Thursday, June 7th to be held at the Portsmouth Police Department Training Unit and marks the 98th law enforcement training presented by [LifeLock](#) since October 2008. The award-winning summit will provide attendees with new investigative methods and the latest information on identity theft trends. Additionally, the training will provide participants with hands-on experience with tools and methods currently being used to investigate and prosecute identity theft crimes. The Portsmouth training marks the seventh identity theft training summit presented by LifeLock in the state of Virginia.

The four-year old law enforcement education program presented by LifeLock and FBI-LEEDA is up for three awards at the 10th Annual American Business Awards including Corporate Social Responsibility Program of the Year. For additional recommendations on how to protect your personal information or to learn more about identity theft, visit [LifeLock on Facebook](#) or follow LifeLock on Twitter using [@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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LifeLock Named Finalist in Several Categories at American Business Awards

Industry Leader in Identity Theft Protection Recognized as a Finalist in 34 Categories



Tempe, Ariz. — LifeLock was recently named a Finalist in 34 categories at the 2012 **American Business Awards**, and will ultimately be recognized as a Gold, Silver, or Bronze Stevie Award winner in the program.

LifeLock was honored with finalist recognition in the following categories: Company of the Year, Fastest Growing Company, Customer Service Department of the Year, Marketing Campaign of the Year, Most Innovative Company, Corporate Social Responsibility Program of the Year, Executive of the Year and 27 other additional categories.

The American Business Awards are the nation's premier business awards program. All organizations operating in the U.S.A. are eligible to submit nominations - public and private, for-profit and non-profit, large and small. More than 3,000 nominations in virtually every industry were submitted this year for consideration in a wide range of categories.

"This is the fifth consecutive year that we have been recognized as a finalist by the American Business Awards, the most of any company in our industry," said LifeLock Chairman and CEO Todd Davis. "Being a finalist in such a broad range of categories is a reflection of how dedicated our team of more than 475 employees is to providing outstanding service and to delivering the most comprehensive and proactive identity theft protection solution available."

Finalists were chosen by more than 140 business professionals nationwide during preliminary judging in April and May. More than 150 members of 10 specialized judging committees will determine Stevie Award placements from among the Finalists during final judging, to take place May 14 - 25.

In 2009, LifeLock received Stevie Awards for Best Overall Company of the Year and the LifeLock TrueAddress™ service was named Favorite Service in the first ever People's Choice Stevie® Awards for Favorite New Products in 2009. Then in 2010, LifeLock won the Best New Product or Service of the Year Stevie Award for the LifeLock Identity Alert® system. Last year, the company won two Stevie Awards for Marketing Campaign of the Year and Customer Service Team of the Year.

Details about The American Business Awards and the list of Finalists in all categories are available at www.stevieawards.com/aba.

About LifeLock

A multiple award-winning organization, **LifeLock, Inc.** has been recognized by **Inc. Magazine** as the eighth fastest growing private company (2010), by Arizona Corporate Excellence as Arizona's Fastest Growing Company and by the American Business Awards as having the Best New Product or Service of the Year for the LifeLock Identity Alert® system. LifeLock most recently won two Stevie Awards at the 2011 American Business Awards. LifeLock was recognized for the 2011 Marketing Campaign of the Year - Diversified Services" award for the "LockMan - Relentlessly Protecting Your Identity" campaign. In addition, LifeLock's Resolution Team received the "2011 Customer Service Team of the Year" award for its unwavering support of members who have identified issues related to identity theft.

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.

Sponsors and partners of The 2012 American Business Awards include American Support, Business TalkRadio Network, Callidus Software, Citrix Online, Dynamic Research Corporation, iolo technologies, John Hancock Funds, LifeLock, PetRays, Primus Telecommunications Group, SoftPro, and VerticalResponse.

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El Paso Law Enforcement Fight Back Against Identity Theft in Community



Tempe, Ariz. — Everything is bigger in Texas, but unfortunately for citizens in The Lone Star State that also includes identity manipulation. According to an April [report](#) from [ID Analytics](#), the cities of Beaumont and El Paso lead the nation in per-capita identity manipulation attempts. In fact, 11 of the top 20 zip codes identified are located in Texas - including Houston, McAllen, Corpus Christi, Dallas, Midland, and San Antonio. Identity manipulation differs slightly from identity theft in that a specific individual's information is not targeted. Instead, fraudsters apply for accounts using false names, Social Security numbers, addresses or dates of birth.

To combat this growing crime, **Sheriff Richard D. Wiles and the El Paso County Sheriff's Office** will be hosting a free, one-day identity theft summit presented by the FBI Law Enforcement Executive Development Association ([FBI-LEEDA](#)) and [LifeLock, Inc.](#), an industry leader in proactive identity theft protection.

"In my 38 years of law enforcement this is the most informative one day seminar I have attended," said Chief Don Dixon of the Lake Charles Police Department. "We saw a great need for additional training in identity theft and there is remarkable value in learning about new trends and investigative techniques. This training is free for all law enforcement officials in attendance. This training has enhanced our ability to identify, investigate and prosecute identity theft in our area."

The all-day training event is scheduled for Thursday, May 24th to be held at the El Paso County Sheriff's Office Region VIII Training Academy and marks the 97th 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. The in-depth training will provide participants with hands-on experience with tools and methods currently being used to investigate and prosecute identity theft crimes. The El Paso training marks the 8th identity theft training summit presented by LifeLock and the FBI-LEEDA in the state of Texas.

For additional recommendations on how to protect your personal information or to learn more about identity theft, visit us [LifeLock on Facebook](#) or at [LifeLock.com](#).

About LifeLock

[LifeLock, Inc.](#) is an industry leader in identity theft protection. 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 help manage their credit. 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 Inc. Magazine as the eighth fastest growing private company (2010), by Arizona Corporate Excellence as Arizona's Fastest Growing Company, and by the American Business Awards as having the Best New Product or Service of the Year for the [LifeLock Identity Alert®](#) system.

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Colorado Law Enforcement Invited to Identity Theft Summit in Thornton, Presented by FBI-LEEDA & LifeLock



Tempe, Ariz. — According to a recent report by **KRDO**, five Colorado women proved just how easy it is to commit identity theft. The Pueblo County women had stolen multiple credit cards and forged approximately 71 checks totaling nearly \$14,000. This story is just one of hundreds across the nation. In an effort to learn more about these crimes, Chief Randy Nelson and the **Thornton Police Department**, **LifeLock** and the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**) will present a free, one-day summit on identity theft. The identity theft summit welcomes local, regional and federal law enforcement officials to help best understand the increasing threats of identity theft and related crimes.

This summit marks the third time the **award-winning** training has been presented in Colorado since 2009; previous events were hosted in Boulder and Castle Rock in 2009 and 2011. Attendees will be presented with in-depth instruction on investigative strategies, hands-on learning, including the use and demonstration of different skimming and key logging devices, as well as information on the technological resources available to assist in identity theft investigations.

Details for the Identity Theft Summit in Thornton, CO:

- The Thornton summit will be held from 8:00 a.m. to 4:00 p.m. on **Tuesday, May 22** at the **Thornton Civic Center**, 9551 Civic Center Drive, Thornton, CO 80229

"Identity theft is becoming a pandemic and Colorado is not immune from this advancing crime," said Lieutenant Jason Lyons with the Castle Rock Police Department. "This training will provide our agency with an in-depth look at the newest technologies criminals are using, not only on the other side of the world but right here in our own backyards."

As a leader in identity theft protection, LifeLock knows the importance of educating consumers. In coordination with the summits for law enforcement, LifeLock also provides free education to consumers nationwide. Since the launch of LifeLock's consumer education program in 2008, LifeLock has educated over 23,000 consumers across the nation on the dangers of identity theft. While in Colorado, LifeLock will present a consumer education event, hosted by The Thornton Police Department from 5:30-6:30 p.m. on Monday, May 21st. The presentation is open to the public and will be held at the Thornton Police Department, 9551 Civic Center Drive. To learn more or to host a free presentation for your group 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.

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LifeLock Wins Communitas Award for Excellence in Community Service

Tempe, Ariz. — **LifeLock, Inc.**, an industry leader in identity theft protection, has been recognized as a 2012 Communitas Award winner for Excellence in Community Service for LifeLock & FBI-LEEDA: **Free Identity Theft Training for Law Enforcement.**

The Communitas Awards is an international effort to recognize the spirit of communitas - people helping people. Communitas winners unselfishly give of themselves and their resources, and are changing the way they do business to benefit their communities.

As part of an ongoing nationwide series of free, interactive training sessions offered through a partnership between LifeLock and FBI-LEEDA. The training summits help to increase law enforcement's knowledge of the crime of identity theft. Since its inception in October 2008, the trainings have reached over 2,000 different law enforcement agencies across the country—from **New York** to Los Angeles to **Detroit**—with more than 6,500 law enforcement officials in attendance.

"This unique identity theft training program helps law enforcement tremendously," said Sergeant Walter Bowling of the **Charlotte Mecklenburg Police Department**, Financial Crimes Unit. "With the current state of the economy, we find that more identity thieves are preying on innocent victims and in turn, our case load goes up. It's this type of free training that all law enforcement should be exposed to. It educates law enforcement on the latest trends of identity theft and new techniques for combating the crime. Not only that, but the training gave us the opportunity to share our field experiences with other officials in an open and comfortable forum, and learn from each other, which is exactly what should be happening."

"By recognizing individuals, organizations and companies for their volunteerism and socially responsible business practices, we are hoping to not only bring attention to great programs, but are working with community minded leaders to make the spirit of communitas an essential element of every business," said Ed Dalheim, executive director of the Association of Marketing & Communication Professionals.

A complete list of this year's winners can be found on the Communitas website at www.communitasawards.com.

About LifeLock

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Summer Travel Schedules Create Opportunities for Identity Theft

Travelers: Beware of Offers That Look "Too Good to be True"



Tempe, Ariz. — Images of summer vacations for most people include building sandcastles, swimming or relaxing with a good book. Images of summer vacations for identity thieves shine brightly with dollar signs as you relax in a hammock without a care in the world. As summer travel ramps up, **LifeLock, Inc.**, an industry leader in proactive identity theft protection, offers the following advice for travelers who want to avoid becoming victims of identity theft:

GOLD, SILVER AND BRONZE: During this summer's international games in London, the potential for identity theft related scams could be heightened as travelers look to cross the Atlantic to support Team USA. Identity thieves can pose as trusted sources offering you the "deal of the century" if you just follow their link. Verify all offers by opening a new Web browser and typing in the Web address that you trust to confirm the authenticity of the offer.

LEAVE FACEBOOK AT HOME: Before departing and during your travels, consider avoiding Facebook status updates. By posting your travel plans, you are announcing to all of your friends (and even the world if your page isn't marked to private) that you are away from home, leaving your unattended home vulnerable to invasion. Many Facebook users include their home address, mobile phone, home phone and other pieces of valuable personally identifiable information wide open for potential thieves. Consider posting your updates once you return home.

WORRIED ABOUT WI-FI?: Relax. Vacation is a time to relax so leave the laptop, tablet or smartphone at home. If you **MUST** take it with you, ensure that you have updated your passwords/pass-phrases and that you are not connecting to the Internet via free Wi-Fi connections. These free connections are not secure and can make the data you are transmitting (user names/passwords for accounts like Facebook, payment information for excursions) open for the right identity thief to capture.

4 C's, CALL YOUR CREDIT CARD COMPANIES: Contact your credit card companies and your banks to let them know you will be travelling. Because you may be going out of state or leaving the country, the credit card company could assume that your card has been compromised and turn off access to that card. Take only what you need with you and consider leaving your retail credit cards at home.

TAG YOUR BAGS SMARTLY: When travelling by train or plane, tag your luggage smartly. Do not put your home address or the address to which you are travelling on your luggage tag. By providing your home address, you could direct thieves to your empty home. Instead, list a mobile phone number on your tag. This will allow airport officials to contact you when your luggage arrives.

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

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LifeLock Wins Stevie® Awards in Annual American Business Awards, for Sixth Consecutive Year

Tempe, Ariz. — LifeLock, Inc. (www.lifelock.com), an industry leader in proactive identity theft protection, won two Stevie Awards at the 2012 American Business Awards Monday night in New York City. LifeLock was recognized by the American Business Awards as the 2012 Company of the Year - Diversified Services and 2012 Marketing Campaign of the Year. This is the sixth consecutive year that LifeLock has won Stevie Awards presented by the American Business Awards, the most of any company in the identity theft protection industry.

The American Business Awards are the nation's premier business awards program. All organizations operating in the U.S.A. are eligible to submit nominations - public and private, for-profit and non-profit, large and small.

Nicknamed the Stevies for the Greek word for "crowned," the trophies were presented to honorees during a gala banquet on Monday, June 18 at the Marriott Marquis Hotel in New York. More than 500 nominees and their guests attended. The presentations were broadcast live by the Business TalkRadio Network.

"Being awarded the "2012 Marketing Campaign of the Year" is both tremendously humbling and extremely motivating," said Marvin Davis, LifeLock Chief Marketing Officer. "While we have been driven by our goal to maintain the highest standards in quality products, service and culture as a company, this award demonstrates our commitment to telling the identity theft story."

In 2007, LifeLock received a Stevie Award for the Best Radio Ad or Campaign and in 2008 the Best Magazine Ad/Campaign and Best Radio Ad/Campaign. In 2009, the identity theft protection company received Stevie awards for 'Best Overall Company of the Year-Up to 2,500 Employees-All Services' and Best Copywriting. In addition, the LifeLock TrueAddress™ service was named Favorite Service in the first ever People's Choice Stevie® Awards for Favorite New Products in 2009. In 2010, LifeLock won the Best New Product or Service of the Year Stevie Award for the LifeLock Identity Alert® system. Last year, LifeLock won 'Marketing Campaign of the Year for the "LockMan - Relentlessly Protecting Your Identity" campaign' and 'Customer Service Team of the Year for the Resolution Team'.

"We're delighted that the first of our two American Business Awards banquets honored so many deserving organizations and executives," said Michael Gallagher, president and founder of the Stevie Awards. "It's gratifying and inspiring to have received so many remarkable entries for this year's competition. We're looking forward to celebrating other Gold, Silver and Bronze Stevie winners at our new tech awards ceremony in San Francisco on September 17"

In addition to the Stevie Awards, LifeLock was recognized as a Silver Award winner in the following categories:

- Executive of the Year - Diversified Services (Chairman and CEO, Todd Davis)
- Maverick of the Year (Chairman and CEO, Todd Davis)
- Communications or PR Campaign of the Year - Brand/Reputation Management (LifeLock/FBI-LEEDA Law Enforcement Training)
- Communications or PR Campaign of the Year - Public Service (LifeLock Consumer Education)

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- Most Innovative Company of the Year - Up to 2,500 employees (LifeLock Ultimate)
- Consumer Advertising Campaign of the Year (LifeLock Relentless Army)
- Marketer of the Year (Director of Product Marketing, Erick Dickens)
- Marketing Department of the Year

Details about The American Business Awards and the lists of Stevie Award winners who were announced on June 18 are available at www.stevieawards.com/aba.

About LifeLock

A multiple award-winning organization, LifeLock, Inc. has been recognized by Inc. Magazine as the eighth fastest growing private company (2010), by Arizona Corporate Excellence as Arizona’s Fastest Growing Company and by the American Business Awards as having the Best New Product or Service of the Year for the LifeLock Identity Alert® system. LifeLock most recently won two Stevie Awards at the 2011 American Business Awards. LifeLock was recognized for the 2011 Marketing Campaign of the Year - Diversified Services" award for the "LockMan - Relentlessly Protecting Your Identity" campaign. In addition, LifeLock's Resolution Team received the "2011 Customer Service Team of the Year" award for its unwavering support of members who have identified issues related to identity theft.

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.

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California Law Enforcement Invited to Free Identity Theft Training in San Francisco and Galt Presented by FBI-LEEDA and LifeLock

Tempe, Ariz. — Celebrities and politics aren't the only things making headlines in the picturesque state of California; identity thieves are targeting Californian's at an alarming rate. Beating out Texas and Arizona, California is ranked No. 3 in the nation for identity theft complaints in 2011 according to the [Federal Trade Commission](#).

LifeLock, Inc., an industry leader in proactive identity theft protection, and the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**) will provide free identity theft summits in San Francisco and Galt, CA on June 25 and 26 respectively. The trainings will help provide local, regional, state and federal law enforcement officials with the tools and techniques needed to help combat the growing crime.

The award-winning educational summits will be hosted by the **United States Marshals Service-Northern District** of California in San Francisco and **Chief William V. Bowen** of the **Galt Police Department**.

"We have had such a tremendous response to our identity theft trainings that we are pleased to be returning to San Francisco for the second training in three months," said Todd Davis, LifeLock Chairman and CEO. "By providing law enforcement on the front lines with a behind-the-scenes look at how criminals are perpetrating this crime, they often leave with a renewed perspective and a more complete understanding of how to work a complex identity theft case."

The summits will mark the sixth and seventh time the valuable training has been presented in California since 2009; previous events were hosted in Los Angeles, Belmont, Dublin and San Diego. Attendees 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 different dangerous technologies and tampering devices.

Details for the Identity Theft Summits in San Francisco and Galt, CA:

- The San Francisco summit will be held from 8:00 a.m. to 4:00 p.m. on **Monday, June 25th** at the **Federal Reserve Bank**, 101 Market Street, San Francisco, CA 94105. Attendees must be pre-registered by Friday, June 22nd.
- The Galt summit will be held from 8:00 a.m. to 4:00 p.m. on **Tuesday, June 26th** at the **Galt Police Department**, 455 Industrial Drive, Galt, CA 95632.

FBI-LEEDA and **LifeLock** have been working together since 2008 to present a series of one and two-day **identity theft summits** and have presented more than 98 free trainings around the country, reaching more than 7,000 law enforcement officials representing more than 2,500 different agencies. In coordination with the summits for law enforcement, LifeLock also provides free education to consumers nation-wide. To host a presentation please visit [LifeLock.com](#).

About LifeLock

LifeLock, Inc. is an industry leader in identity theft protection and presents identity theft summits that bring together local, regional and federal law enforcement officials to better understand the crime of identity theft. Since October 2008, LifeLock has reached over 7,000 law enforcement officials representing over 2,500 agencies across the nation. The LifeLock Identity Theft Summits have been recognized by the American

Business Awards and Communitas Awards, each for Corporate Social Responsibility.

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LifeLock and FBI-LEEDA Reach Training Milestone: 100 Free Identity Theft Summits for Law Enforcement

Tempe, Ariz. — Law enforcement officials working identity theft cases often find themselves with little to no information to start building a case. Understanding that in order to better protect consumers from the threats posed by identity thieves, helping law enforcement officials better understand the crime needs to be the starting point. In October 2008, **LifeLock, Inc.**, an industry leader in proactive identity theft protection, and FBI Law Enforcement Executive Development Association (**FBI-LEEDA**) aligned to provide free training to law enforcement throughout the United States. On June 26, the partnering agencies will celebrate the 100th training in Galt, CA.

The FBI-LEEDA/LifeLock Identity Theft Summits are one and two-day trainings offered exclusively to the law enforcement community. In just three and a half years, the award-winning program has reached more than 7,000 law enforcement officials representing over 2,500 agencies around the United States. Spanning 32 states, summits have been hosted by police chiefs, sheriff's offices, universities and state attorneys general.

"What FBI-LEEDA and LifeLock have created is breaking ground within the law enforcement community," said Justin Feffer, one of three course instructors and a 23-year law enforcement veteran. "As we travel around the country with this program, not only are we seeing the technologies thieves are using evolve, we are seeing an increased demand for the information we present."

To lead the identity theft summits, FBI-LEEDA engaged seasoned law enforcement experts in the field of identity theft investigations. The trainings are interactive sessions where participants are encouraged to contribute their experiences and strategies in identity theft investigations, sharing both investigative barriers as well as success stories.

"We believe that this free training program is playing a significant role in how law enforcement is approaching this crime and dealing with victims," said Tom Stone, Executive Director of FBI-LEEDA. "This milestone is very significant for the program because we know it's making a difference across the United States."

The veteran instructors focus on a range of identity theft issues including relevant identity theft laws, high technology identity theft, identity theft awareness and protection strategies and databases to assist in identity theft investigations.

"Increases in identity theft are a common occurrence in the reports I read every day," said one police commander that elected to protect his identity. "From medical identity theft to the stolen identities of children, this crime is growing at an uncontrollable pace. We need to take what we learn in the classroom today and go back into our communities and keep the dialogue going to keep everyone informed."

18 trainings remain in 2012 including summits in Anchorage, Houston, New Orleans, Baltimore, Omaha and Atlantic City. To learn more information on the FBI-LEEDA/LifeLock Identity Theft trainings visit [LifeLock In the Community](#) or like [LifeLock on Facebook](#).

About LifeLock

LifeLock, Inc. is an industry leader in identity theft protection and presents identity theft summits that bring together local, regional and federal law enforcement officials to better understand the crime of identity theft.

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Since October 2008, LifeLock has reached over 7,000 law enforcement officials representing over 2,500 agencies across the nation. The LifeLock Identity Theft Summits have been recognized by the American Business Awards and Communitas Awards, each for Corporate Social Responsibility.

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LifeLock Presents: Secrets Identity Thieves Don't Want You to Know

Tempe, Ariz. — According to a [2012 Unisys Security Index Report](#), approximately half of Americans are concerned about viruses and the security of shopping or banking online. With June recognized as "National Internet Safety Month," [LifeLock, Inc.](#), an industry leader in proactive identity theft protection, has identified a series of **best practices** to help consumers better protect their personally identifiable information when using the internet.

"To start, I want to be clear that by no means are we encouraging people to log off and avoid the internet altogether, that's just not realistic," said **Todd Davis**, Chairman and CEO of [LifeLock](#). "The internet can be as safe as you make it and by taking smart steps - like removing file sharing networks from your computer - can dramatically reduce your vulnerability."

File-sharing networks, commonly known as **Peer-to-Peer** or P2P, allow users the ability to download software that essentially opens the 'back door' of their computer into a network of other users looking to share information. File-sharing can provide access to a wealth of information, including music, games, and software but when used incorrectly, has the potential for long-term damage. Users of file-sharing networks can inadvertently expose the contents of entire hard drives, including tax returns, private documents and files containing passwords, account numbers or other personally identifiable information that can be quickly monetized by thieves.

"Oftentimes we hear that children or teenagers are downloading file-sharing programs on the family computer in attempt to download music files and avoid the charge that is required on legitimate websites," said Davis. "By innocently downloading free P2P software, these young users are potentially indexing the entire hard drive of the family computer, most often unbeknownst to mom and dad."

To determine if your computer has a file-sharing program downloaded, review the list of programs running along the bottom of your computer screen to confirm that you know what each is. If you find a program that you are unfamiliar with and want to remove it, be sure to engage your computer into "safe mode" and uninstall the program from that mode. This can help to reduce the chances of the same program being re-installed the next time the computer is turned on.

For more recommendations on how to protect yourself and your family from threats of identity theft, visit [LifeLock.com](#) and click on the tab marked **Understanding Identity Theft**.

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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Free Identity Theft Training Scheduled for July 24th in Auburn, Maine

Law Enforcement Invited to Identity Theft Summit Presented by FBI-LEEDA and LifeLock

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 identity theft summit in Auburn Maine on Tuesday, July 24 to assist local, regional, state and federal law enforcement officials with the tools and techniques needed to help combat the growing crime. The award-winning educational summit will be hosted by **Chief Phillip Crowell** and the **Auburn Police Department**.

"Our law enforcement trainings are at high-demand in this cyber-savvy world we live in," said Todd Davis, LifeLock Chairman and CEO. "From the doctor's office to the cable company, it is important to understand how companies are storing and protecting their customer's personally identifiable information. Additionally, it's just as critical for businesses, consumers and law enforcement to be conscious of the looming threats as well as the warning signs associated with cyber scams and attacks."

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. The summit is 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. If you are with law enforcement and would like to attend the event, please you may register online [here](#).

Details for the Identity Theft Summit in Auburn, ME:

- The Auburn summit will be held from 8:00 a.m. to 4:00 p.m. on **Tuesday, July 24th** at the **Auburn Public Library**, Androscoggin Room, 49 Spring Street, Auburn, ME 04210.

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 nation-wide. To host a presentation please visit [LifeLock.com](#).

About LifeLock

LifeLock, Inc. is an industry leader in identity theft protection and presents identity theft summits that bring together local, regional and federal law enforcement officials to better understand the crime of identity theft. Since October 2008, LifeLock has reached over 7,000 law enforcement officials representing over 2,500 agencies across the nation. The LifeLock Identity Theft Summits have been recognized by the American Business Awards and Communitas Awards, each for Corporate Social Responsibility.

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LifeLock's Award-Winning Solution Offered as Employee Benefit

LifeLock represents value for employers and benefits brokers

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Tempe, Ariz. — Employers and benefits brokers looking for a voluntary benefit that provides protection, value and financial wellness to employees should look no further than **LifeLock, Inc.**, an industry leader in proactive identity theft protection. LifeLock offers its service through payroll deduction at a special discount for employees and can easily integrate employee identity theft protection into existing benefits plans. LifeLock's service is an opportune way to enrich existing benefits plan with identity theft protection from a nationally recognizable brand name.

The LifeLock service is distributed by voluntary benefits carriers, and through key industry implementation partners. In addition to the service, LifeLock has developed a comprehensive **employee benefits portal** for carriers and general agencies, enabling broker agencies to easily access the education and complete sales support, making selling to groups both transparent and efficient.

Technology has introduced an "information on-demand society" where sensitive information of millions of people can be stolen, distributed and sold within minutes. According to the 2012 Identity Fraud Report from Javelin Strategy & Research, there were 1.4 million new victims in 2011 over 2010. Often there is a delay between the time a consumer detects new account fraud and the time that stolen information is misused. According to the Javelin report, the delay in detection can be as long as 151 days. While many of the hours an affected employee spends to resolve identity theft can occur during work, LifeLock's proactive protection and remediation can allow for continued employee productivity in the workplace.

The **Federal Trade Commission** announced in March 2012 that identity theft was the No. 1 complaint received by the agency in 2011.

With the potential financial, legal and emotional costs of identity theft, employees can become discouraged and overwhelmed while attempting to navigate through the remediation alone. Once enrollment for LifeLock service is complete, monitoring for identity threats within the LifeLock network begins immediately. To learn more about the comprehensive identity monitoring and remediation services 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.

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First Victoria National Bank; First in Nation to Make LifeLock Identity Theft Protection Seamlessly Available to its Customers

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Tempe, Ariz. — LifeLock, Inc. (www.lifelock.com), an industry leader in proactive identity theft protection, and First Victoria, the oldest independent bank in Texas, will soon launch an innovative partnership uniquely designed to make LifeLock's award-winning identity theft protection services seamlessly available to First Victoria account holders and employees, and to do so at a reduced price. Customers of the bank have their choice to easily enroll in LifeLock service at any First Victoria branch, by phone, via postal mail or through online election of LifeLock's services. Plus customers will be able to conveniently pay for their favorably priced membership through automatic deduction from their First Victoria checking account.

"First Victoria is committed to helping our customers navigate today's environment with greater overall safety and security," said Ken Olan, Chief Retail and Marketing Officer with First Victoria. "We're their bank of choice, and we have an obligation to continually seek out better solutions for them."

The partnership is the result of a focused due-diligence process where First Victoria explored all aspects of competing Identity Theft Protection services including product effectiveness, ease of enrollment, ongoing operational and marketing support, and national brand awareness and value.

"The decision to partner with LifeLock is more than just about offering an enhanced identity theft protection service to our customers. It's about demonstrating our continued commitment to providing superior products and innovative delivery of them," added Olan.

First Victoria is the first bank in the nation to create a fully customized go-to-market strategy with LifeLock that includes both customer and employee enrollment in LifeLock directly through the bank.

According to a recent Javelin Strategy survey, identity theft cost Americans \$18 billion last year. First Victoria Bank customers now have the option to purchase LifeLock's proactive and affordable identity theft protection services through the same bank that they already trust to help ensure their financial security.

For more information on First Victoria's innovative product line please visit www.firstvictoria.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.

About First Victoria

Established in 1867, First Victoria National Bank is proud of its heritage as the oldest independent bank in Texas. First Victoria is a full-service commercial bank currently serving over 85,000 customers along the Texas Gulf Coast, the I-45 corridor north of Houston, Fort Bend County and the Brazos Valley with 28 banking centers and 37 ATMs. Locations include Port Lavaca, Taft, Rockport, Corpus Christi, Calallen,
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Edna, Rosenberg, Richmond, Katy, Magnolia, New Waverly, Spring, The Woodlands, Huntsville, Hearne, College Station, Bryan, and multiple locations in Victoria.

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LifeLock & FBI-LEEDA Award-Winning Identity Theft Summit Scheduled for Alaska

Tweet

Tempe, Ariz. — Local law enforcement are invited attend the free identity theft summit presented by LifeLock, Inc. (www.lifelock.com), an industry leader in proactive identity theft protection, and the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**). The summit is being offered in Alaska for the first time and will be presented in Anchorage and Juneau on July 17 and 18 respectively.

The University of the Alaska Anchorage Police Department and **Chief Greg Browning** with the Juneau Police Department will each be hosting the events in their respective cities. 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.

According to the **Federal Trade Commission**, identity theft topped the list of consumer complaints filed with the agency in 2011 for the 12th consecutive year. Law enforcement experts will provide participants with necessary tools and techniques to combat the widespread crime. Summit instructions include real case information and insight as to how law enforcement can best work to combat the crime. Training will also include the various generations of identity theft as well as information on new scams and the most effective investigative strategies.

"Continued education is valuable at all levels of our organization," said Deputy Chief Brad Munn of the University of Alaska Anchorage Police Department. "This training closely aligns with our mission statement to provide a safe environment for the UAA community through the confident application of education, rule enforcement and creative thinking."

Details for the Identity Theft Summits in Alaska:

- The Anchorage summit will be held from 8:00 a.m. to 4:00 p.m. on **Tuesday, July 17th** at the **UAA Campus**, Profession Studies Building Room 166, 2533 Providence Drive, Anchorage, AK 99508.
- The Juneau summit will be held from 8:00 a.m. to 4:00 p.m. on **Wednesday, July 18th** at the **Juneau Police Department**, 6255 Alaway Avenue, Juneau, AK 99801.

The free trainings are part of an ongoing partnership between **FBI-LEEDA** and **LifeLock**. The program recently reached a milestone of completing 100 free summits in just over three years. The trainings have reached over 7,000 law enforcement officials representing over 2,500 agencies in the United States. 18 trainings remain in 2012 including summits in Houston, New Orleans, Baltimore, Omaha and Atlantic City. To learn more information on the FBI-LEEDA/LifeLock Identity Theft trainings visit **LifeLock In the Community** or like **LifeLock on Facebook**.

About LifeLock

LifeLock, Inc. is an industry leader in identity theft protection and presents identity theft summits that bring together local, regional and federal law enforcement officials to better understand the crime of identity theft. Since October 2008, LifeLock has reached over 7,000 law enforcement officials representing over 2,500 agencies across the nation. The LifeLock Identity Theft Summits have been recognized by the American Business Awards and Communitas Awards, each for Corporate Social Responsibility.

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LifeLock Brings Texas Law Enforcement Together for Identity Theft Training

FBI-LEEDA & LifeLock Present Free Identity Theft Education

Tempe, Ariz. — Don't mess with Texas' citizens. CBS News recently reported a federal judge in Fort Worth sentenced an individual to 78 months in prison and ordered her to pay more than \$166,000 in restitution for filing false income tax returns and claiming refunds. This may not be the only case involving identity theft crowding the courthouses in Texas, as according to the [Federal Trade Commission](#) the state has consecutively been in the top five for identity theft complaints received since 2008.

"It's no secret that identity theft has become a growing concern over the past decade, especially when it comes to tax fraud," said [LifeLock Chairman and CEO Todd Davis](#). "As technology advances to make it easier for consumers to electronically file and claim their returns, the process also becomes easier for identity thieves."

To combat this growing crime, Constable Ron Hickman of the [Harris County Constable's Office Precinct 4](#) will be hosting a free, one-day identity theft summit presented by the FBI Law Enforcement Executive Development Association ([FBI-LEEDA](#)) and [LifeLock, Inc. \(www.lifelock.com\)](#), an industry leader in proactive identity theft protection. Attendees will be presented with 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 Houston, TX:

- The Houston summit will be held from 8:00 a.m. to 4:00 p.m. on **Tuesday, August 7th** at the Ponderosa Volunteer Fire Station 61, 17061. Rolling Creek Drive, Houston, TX 77090

This summit will mark the ninth time the training has been presented in Texas since 2008 and is 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. If you are with law enforcement and would like to attend the event, you may register online [here](#).

About LifeLock

[LifeLock, Inc.](#) is an industry leader in identity theft protection and presents identity theft summits that bring together local, regional and federal law enforcement officials to better understand the crime of identity theft. Since October 2008, LifeLock has reached over 7,000 law enforcement officials representing over 2,500 agencies across the nation. The LifeLock Identity Theft Summits have been recognized by the American Business Awards and Communitas Awards, each for Corporate Social Responsibility.

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LifeLock to Present Award-Winning Identity Theft Summit in Utah

Law Enforcement Invited to Free Identity Theft Summit in Orem, Utah on October 4th

Tempe, Ariz. — According to the **Federal Trade Commission**, identity theft topped the list of consumer complaints filed with the agency in 2011 for the 12th consecutive year. The Orem Department of Public Safety will host a free educational identity theft summit for law enforcement Thursday, October 4th presented by **LifeLock, Inc.**, an industry leader in proactive identity theft protection, and the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**).

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.

The identity theft summit will allow the participants to not only get an inside look at the tools of the trade but also to learn investigative techniques that will allow them to work cases more efficiently both within and outside of their jurisdictions.

The summit is 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. If you are with law enforcement and would like to attend the event, please register online [here](#).

Details for the Identity Theft Summit in Orem, UT:

- The Orem summit will be held from 8:00 a.m. to 4:00 p.m. on **Thursday, October 4th** at the **Orem City Council Chambers**: Room 100, 56 North State, Orem, UT 84057.

Since 2008, over 100 trainings have been presented across the United States. 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. To host a presentation please visit [LifeLock.com](#).

About LifeLock

LifeLock, Inc. is an industry leader in identity theft protection and presents identity theft summits that bring together local, regional and federal law enforcement officials to better understand the crime of identity theft. Since October 2008, LifeLock has reached over 7,000 law enforcement officials representing over 2,500 agencies across the nation. The LifeLock Identity Theft Summits have been recognized by the American Business Awards and Communitas Awards, each for Corporate Social Responsibility.

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LifeLock Delivers Free Identity Theft Training for Oregon Law Enforcement

Salem Law Enforcement Invited to Identity Theft Summit Presented by FBI-LEEDA and LifeLock



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 identity theft summit for local, regional, state and federal law enforcement officials in Oregon on October 2nd. The training will provide officers, investigators and detectives with the tools and techniques to help combat the crime of identity theft. The award-winning educational summit will be hosted by **Deputy Chief Moore** and the Salem Police Department.

"Our partnership with the FBI Law Enforcement Executive Development Association allows law enforcement attendees to get a behind the scenes look at identity theft and provides them 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 many of today's identity thieves, including the use and demonstration of trending technologies and tampering devices.

The summit is 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. If you are with law enforcement and would like to attend the event, please register online [here](#).

Details for the Identity Theft Summit in Salem, OR:

- The Oregon summit will be held from 8:00 a.m. to 4:00 p.m. on **Tuesday, October 2nd** at the **Chemeketa Community College**, Building 6 - Auditorium, 4000 Lancaster Drive NE, Salem Oregon, 97305.

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](#).

About LifeLock

LifeLock, Inc. is an industry leader in identity theft protection and presents identity theft summits that bring together local, regional and federal law enforcement officials to better understand the crime of identity theft. Since October 2008, LifeLock has reached over 7,000 law enforcement officials representing over 2,500 agencies across the nation. The LifeLock Identity Theft Summits have been recognized by the American Business Awards and Communitas Awards, each for Corporate Social Responsibility.

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LifeLock to Present Award-Winning Identity Theft Summit in Indiana



Tempe, Ariz. — Indiana Attorney General's Office is committed to keeping law enforcement officials informed regarding the increasing threats of identity theft and will host a free educational identity theft summit for law enforcement tomorrow, September 13 presented by **LifeLock, Inc.**, an industry leader in proactive identity theft protection, and the FBI Law Enforcement Executive Development Association (**FBI-LEEDA**).

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.

"We are grateful to the Indiana Attorney General's Office for hosting our first-ever training presented in Indiana," said **Todd Davis, LifeLock Chairman and CEO**. "Identity theft remains one of the largest crimes in the country with new scams and techniques surfacing on a regular basis. We also know that investigations can oftentimes become difficult when they involve multiple jurisdictions. In addition to the education, the summit allows law enforcement and officials from different regions to network. We're all committed to the same thing - helping to protect consumers from identity theft."

The identity theft summit will allow the participants to not only get an inside look at the tools of the trade but also to learn investigative techniques that will allow them to work cases more efficiently both within and outside of their jurisdictions.

The summit is 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. If you are with law enforcement and would like to attend the event, please register online [here](#).

Details for the Identity Theft Summit in Indianapolis, IN:

The Indianapolis summit will be held from 8:00 a.m. to 4:00 p.m. on **Thursday, September 13th** at the **Indiana Government Center South (IGCS)**: Conference Room 22, 302 West Washington Street, Indianapolis, IN 46204.

Since 2008, over 100 trainings have been presented across the United States. 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. To host a presentation please visit [LifeLock.com](#).

About LifeLock

LifeLock, Inc. is an industry leader in identity theft protection and presents identity theft summits that bring together local, regional and federal law enforcement officials to better understand the crime of identity theft. Since October 2008, LifeLock has reached over 7,000 law enforcement officials representing over 2,500 agencies across the nation. The LifeLock Identity Theft Summits have been recognized by the American Business Awards and Communitas Awards, each for Corporate Social Responsibility.

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LifeLock names former Yahoo! Executive Hilary Schneider as President

Tempe, Ariz. — LifeLock, Inc. (www.lifelock.com), an industry leader in proactive identity theft protection, announced today that Hilary Schneider has been appointed President of LifeLock. LifeLock's Chairman of the Board and Chief Executive Officer, Todd Davis will maintain an active leadership role in the overall direction and strategy for the business.

Hilary brings over 20 years of executive leadership experience, including serving as Executive Vice President of the Americas for Yahoo! with responsibility for the consumer, advertising and publishing businesses of Yahoo!'s largest region.

"Hilary is a seasoned, global executive with a proven track record in technology innovation and enhancing the consumer experience. She will be an excellent addition to our leadership team," said Davis. "We are committed to expanding our team to accelerate our long-term growth strategy. We believe that Hilary's background and experience will be invaluable in that process."

"I have spent my career helping technology companies grow and scale," said Schneider. "Having the opportunity to work with this innovative and talented team that is giving consumers real solutions to protect against the growing threats of identity theft, is an exciting challenge."

About LifeLock

LifeLock, Inc. is an industry leader in identity theft protection. 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. 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 for two consecutive years, LifeLock has been recognized by Inc. magazine on their annual list of top 500 fastest growing privately held businesses in the United States and by the American Business Awards as having the 2011 Customer Service Team of the Year. In August 2011, Javelin Strategy & Research named LifeLock Command Center and LifeLock Credit Score Manager as "Best in Prevention" in their annual Identity Protection Vendor Report. As of March 2012 **ID Analytics, Inc.**, a leader in enterprise identity risk management with advanced science that provides visibility into identity risk and credit worthiness, is a wholly owned subsidiary of LifeLock, Inc.

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LifeLock Announces Date of Third Quarter Financial Results Conference Call



Tempe, Ariz. — LifeLock, Inc., an industry leader in proactive identity theft protection, today announced that it will report financial results for the fiscal third quarter ended September 30, 2012 after market close on Wednesday, November 7, 2012. 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) 730-5769 from the United States or (857) 350-1593 internationally with conference ID 60366425, 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 November 14, 2012, 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 40405867.

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 Named Organization of the Year in The 2012 American Business Awards

STEVIE AWARDS ANNOUNCE WINNERS OF BEST OF THE ABA AWARDS



Tempe, Ariz. — **LifeLock, Inc.**, an industry leader in proactive identity theft protection, is the most honored organization in the 2012 **American Business Awards**, being named Organization of the year. For more than seven years, **LifeLock** has been leading the way for consumers to help protect their identities from potential identity threats and was the first in the industry to offer proactive identity theft protection.

LifeLock was also recently recognized by the American Business Awards as the 2012 Company of the Year - Diversified Services and 2012 Marketing Campaign of the Year. This marks the sixth consecutive year that LifeLock has won Stevie Awards presented by the American Business Awards, the most of any company in the identity theft protection industry.

In 2007, LifeLock also received a Stevie Award for the Best Radio Ad or Campaign and in 2008 the Best Magazine Ad/Campaign and Best Radio Ad/Campaign. In 2009, the identity theft protection company received Stevie awards for 'Best Overall Company of the Year-Up to 2,500 Employees-All Services' and Best Copywriting. In addition, the LifeLock TrueAddress™ service was named Favorite Service in the first ever People's Choice Stevie® Awards for Favorite New Products in 2009. In 2010, **LifeLock** won the Best New Product or Service of the Year Stevie Award for the LifeLock Identity Alert® system. Last year, LifeLock won 'Marketing Campaign of the Year for the "LockMan - Relentlessly Protecting Your Identity" campaign' and 'Customer Service Team of the Year for the Resolution Team'.

The Stevie Awards are the U.S.A's premier business awards competition. This new addition to the ABAs' repertory of awards includes five best-of-competition prizes that are awarded to the organizations that submitted the best body of work to the competition, in their own name or in the names of one or more clients.

Nominees in The 2012 American Business Awards were not able to apply for the Best of the ABA Awards directly. Winners were determined by a points system based on the total number of awards won in the ABAs, with a Gold Stevie Award win counting for 3 points, each Silver Stevie Award for 2 points, and each Bronze Stevie win counting for 1.5 points. LifeLock received 61 total points.

For the latest information on LifeLock identity theft protection, visit www.lifelock.com which includes extensive resources for consumers to better understand what identity thieves don't want you to know. The LifeLock website includes an identity theft education section highlighting actions that consumers can take to help reduce their risk of becoming a victim of identity theft.

About LifeLock

A multiple award-winning organization, LifeLock, Inc. has been recognized by Inc. Magazine as the eighth fastest growing private company (2010), by Arizona Corporate Excellence as Arizona's Fastest Growing Company and by the American Business Awards as having the Best New Product or Service of the Year for the LifeLock Identity Alert® system. LifeLock most recently won two Stevie Awards at the 2011 American Business Awards. LifeLock was recognized for the 2011 Marketing Campaign of the Year - Diversified Services" award for the "LockMan - Relentlessly Protecting Your Identity" campaign. In addition, LifeLock's Resolution Team received the "2011 Customer Service Team of the Year" award for its unwavering support

of members who have identified issues related to identity theft.

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.

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Tempe, Ariz. — The sixth annual identity protection service scorecard by Javelin Strategy & Research was recently released, giving **LifeLock Ultimate™** a first place overall by demonstrating across-the-board excellence in service quality and capabilities. Also recognized was the proactive nature of LifeLock Ultimate™, naming it Best in Detection. This proactive protection, which helps stop identity fraud before the damage is done, is a critical differentiator for LifeLock versus many alternative solutions that only notify consumers after an identity fraud has occurred.

LifeLock ranked at the top of **Javelin's 2012 Identity Protection Services Scorecard** for best overall service. Triple-bureau credit monitoring, Internet scanning, certified fraud specialists, and insurance policies/service guarantees were the most prevalent criteria evaluated for this year's scorecard, according to the report.

According to Javelin, "LifeLock outperformed all other vendors achieving a perfect score this year in the high-scoring category of detection." LifeLock's consumer satisfaction ratings were also recognized in the report, stating that 79% of members were either 'very satisfied' or 'extremely satisfied' with LifeLock services. The report demonstrated the high rating as a result of consumers' desire for a one-stop-shopping experience and LifeLock's consistently high rankings across the prevention, detection and resolution categories.

"This recognition further demonstrates our dedication to protecting consumers against the many threats of identity theft," said **Hilary Schneider, LifeLock President**. "The identity theft protection industry is still very young and we are proud to be paving the way with LifeLock Ultimate™ what we believe to be the most proactive and comprehensive identity theft protection service available and the only product on the market protecting against checking and savings account takeover fraud. We are proud to relentlessly protect our members."

The threats looming in today's society are increasingly complex and can take more than just a financial toll on victims. Emotions often run high for consumers facing the aftermath of identity theft. LifeLock identity theft protection services are built on a proactive foundation; seeking out potential threats and helping consumers defend against them. The Javelin report also stated that fraud victims still paid an average of \$354 out of pocket and spent twelve hours resolving fraud incidents in 2011, concluding that free services are not a replacement for identity theft protection.

"Businesses can help protect individuals from identity fraud. Our research shows that fraud victims spend 12 hours to resolve their fraud. ID protection services can help to shoulder the burden of resolving their fraud or pay unnecessary fees," said **Jim Van Dyke, President and Founder** of Javelin Strategy & Research. "There are still more areas of improvement for businesses to better the detection and especially prevention of fraud incidents. Together, businesses and consumers can put a serious dent in identity fraud."

LifeLock identity theft protection is ideal for consumers looking to safeguard their personal information from the risk of misuse, as the service is a proactive defense system that monitors each member's identity and provides alerts of potential dangers. All LifeLock identity theft protection members have access to a personalized dashboard showing current threats and live phone support, 24 hours a day, 7 days a week, 365 days a year. To find out more about the award-winning services 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.

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**LifeLock Prices Initial Public Offering**

Tempe, Ariz. — LifeLock, Inc. (NYSE: LOCK), an industry leader in identity theft protection, announced today the pricing of its initial public offering of 15,700,000 shares of common stock at a price to the public of \$9.00 per share. The shares are expected to begin trading on the New York Stock Exchange under the ticker symbol "LOCK" on Wednesday, October 3, 2012. A total of 15,500,000 shares are being offered by LifeLock, and a total of 200,000 shares are being offered by certain selling stockholders. In addition, the underwriters have a 30-day option to purchase up to an additional 2,355,000 shares from LifeLock. LifeLock will not receive any proceeds from the sale of shares by the selling stockholders.

Goldman, Sachs & Co., BofA Merrill Lynch, and Deutsche Bank Securities Inc. are the joint book-running managers for the offering. RBC Capital Markets LLC, Canaccord Genuity Inc., and Needham & Company, LLC are co-managers for the offering.

A registration statement related to these securities was declared effective by the Securities and Exchange Commission on October 2, 2012. The offering will be made only by means of a prospectus. A copy of the prospectus, when available, may be obtained from Goldman, Sachs & Co., 200 West Street, New York, New York 10282, Attention: Prospectus Department, by calling (866) 471-2526, or by e-mailing prospectus-ny@ny.email.gs.com; from BofA Merrill Lynch, 222 Broadway, 7th Floor, New York, New York 10038, Attention: Prospectus Department, or by e-mailing dg.prospectus_requests@baml.com; or from Deutsche Bank Securities Inc., 60 Wall Street, New York, New York 10005, Attention: Prospectus Department, by calling (800) 503-4611, or by e-mailing prospectus.cpdg@db.com.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation, or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

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AltaOne Offers LifeLock Identity Protection Services



Tempe, Ariz. — LifeLock, Inc. (www.lifelock.com), an industry leader in proactive identity theft protection, and AltaOne Federal Credit Union, a financial services announced today that AltaOne will offer LifeLock's identity theft protection services to AltaOne's valued members. AltaOne combines more than 60 years' of financial security options with LifeLock's expert thought leadership with internationally recognized experts in privacy and security technologies, fraud, and criminal methods.

"At AltaOne we take protecting our members' personal information seriously," said Robert M. Boland, AltaOne President and CEO. "With LifeLock we are able to provide what we believe to be the best possible service to defend against identity theft with 24/7 proactive protection. During the holidays and all through the year our members deserve to have peace of mind knowing their identities are protected and that is exactly what this exciting partnership offers."

The recently-launched relationship allows AltaOne's more than 49,000 member base an opportunity to enroll in LifeLock identity theft protection at a reduced price. Members will also be able to conveniently pay for their award-winning identity theft protection membership through automatic deduction from their AltaOne checking account.

LifeLock membership will provide members with additional layers of identity theft protection through relentless identity monitoring and comprehensive recovery services. Identity theft is not only costly, but in the hands of a thief, personal information such as a name, address, Social Security number and date of birth can be used to open new lines of credit, drain savings accounts or even provide an alias when arrested.

"Our members have been our top priority since inception in 1947 and we are continuously advancing to provide them with nothing less than the best. We are committed to our community and know that our members will be in good hands with LifeLock and their award-winning customer service," added Boland.

For more information on AltaOne Federal Credit Union please visit AltaOne.org.

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 AltaOne

AltaOne Federal Credit Union has been a financial services provider since its inception in 1947 as the NOTS Employees Federal Credit Union. With over 49,000 members and \$560 million in assets today, AltaOne provides a full range of financial services. Membership in AltaOne is available to people who live, work, worship, volunteer or attend school in Northern San Bernardino, Kern, Mono and Inyo Counties in

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Based on the Harris/LifeLock Survey More than 48% of Americans are Concerned About the Security of their Personal Information this Holiday Season

Tweet

Tempe, Ariz. — While Americans are concerned about identity theft and the security of their personal information throughout the year, a new survey from LifeLock, a leading provider of proactive identity theft protection, conducted online on their behalf by Harris Interactive among more than 2,000 online US adults aged 18 and older, examined how American's opinions and concerns change during the holiday season. The survey found that 48 percent of Americans who ever shop online during the holiday season are extremely or very concerned about the security of their personal information when shopping during the holiday season. This high level of concern varies based on age, marital status and the type of retailer frequented.

"Identity thieves don't take time off for the holiday." said Todd Davis, Chairman and CEO, LifeLock. "It is important for consumers to remain vigilant, especially before providing personal information to a site or from a seller they do not know well. Consumers should take active steps to protect their identity from ever-evolving threats of identity theft."

The 2012 LifeLock Holiday Shopping Security Survey found some interesting trends:

- **Shoppers increasingly worried during the holiday season** - Americans' concerns about the security of their personal information increase when shopping during the holiday season compared to other times. This translates into more than 113 million* Americans concerned when shopping during the holidays and is a call for retailers to clearly communicate privacy protections.
- **Where people shop determines their level of concern** - Americans are most concerned about the security of their personal information when shopping from online classified sites and from lesser known retailer brands online. They are less concerned when shopping from well-known websites and online auction sites.
- **Storefront shopping presents more concerns than online** - Surprisingly, Americans are more concerned about the security of their personal information at major retailers when shopping in-person at a store as opposed to more well-known websites online. 23 million Americans* are concerned while shopping at major brands' stores during the holiday.
- **Demographics make a difference** - Americans' concerns about the security of their personal information when shopping online during the holiday season or during other times increase as they get older, with the strongest concerns from men and women aged 55 and older. Men 18-34 years old are less concerned than older men.

* Calculation based on U.S. Census Bureau's 2010 Census, which estimates there are 237,744,632 million adults aged 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 November 12-14, 2012 among 2,071 adults aged 18 and older. When a population number was included, it was extrapolated from the number of Americans aged 18 and older in the most recent U.S. Census data.

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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.

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, 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.

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 Introduces 'America's Mayor' Rudy Giuliani As Strategic Advisor to Enhance Consumer Awareness of the Threat of Identity Theft

Tweet

Tempe, Ariz. — Known for his effective role as one of America's most effective mayors, Rudy Giuliani is a proven crime fighter. While leading the turnaround of New York City, Giuliani made crime reduction a top priority, making life better for countless citizens of the city and setting an example for urban renewal around the world. His anti-crime program achieved remarkable, historic declines in a wide variety of criminal activity. As US Attorney in New York, he became one of the most successful prosecutors in history by standing up to organized and white collar crime and protecting the people of New York. He exemplifies steadfast leadership during times of great adversity, always focused on informing and protecting people.

In keeping with that role, Rudy Giuliani has partnered with LifeLock, an industry leader in proactive identity theft protection, to help educate consumers about the increasing threats related to the crime of identity theft. Giuliani and his team will be providing strategic counsel to LifeLock's leadership and working with LifeLock to stay ahead of the constantly evolving threat of identity theft.

"I've spent a significant part of my career fighting crime and working to help protect consumers from threats," said Giuliani. "Identity theft isn't going away. I have seen this crime expand and change dramatically throughout all of my years working with law enforcement. Increasing reliance on technology is only further exposing hardworking people to the criminals who want to steal their lives," said Giuliani.

According to the "2012 Identity Fraud Report: Consumers Taking Control to Reduce their Risk of Fraud" published by Javelin Strategy & Research, nearly 11.6 million US adults were the victim of identity fraud in 2011. This same report shows that the incidents of fraud, totaled \$18 billion in losses.

"Consumers need to be more aware of the tactics criminals are using to gain access to our personal information and they need to have early warning when they are being attacked. As I continue to learn more about this crime and have assessed the current protection options available to consumers, I am convinced that LifeLock is an industry leader in identity theft protection," said Giuliani.

"We are proud to have Rudy Giuliani stand alongside of LifeLock as we continue to educate consumers about the threats of this insidious crime," said LifeLock CEO Todd Davis. "The success that Mayor Giuliani has seen in cleaning up crime in New York is extraordinary and we are pleased that our visions to help protect consumers from identity theft are in alignment."

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 Unveils New Facebook App – 'LifeLock for Life'

Followers Can Test Their Security Knowledge and Enter to Win Prizes

Tweet

Tempe, Ariz. — LifeLock, Inc. (www.lifelock.com), an industry leader in proactive identity theft protection has launched 'LifeLock for Life', a Facebook application enabling fans to explore different life stages and events to test their security knowledge. Upon answering correctly, users can enter for a chance to win prizes. The foundation of the game educates consumers about the threats looming from infancy, adolescence and adulthood.

"Here at LifeLock, we are always working to educate consumers and advocate for their rights," said Marvin Davis, Chief Marketing Officer for LifeLock. "LifeLock for Life is an educational and entertaining tool that allows us to reach a wide range of consumers and share information that could potentially benefit them. In addition to the education opportunity, there's also a chance to win some great prizes, from gift cards to travel vouchers."

According to the 2012 Identity Fraud Report by Javelin Strategy and Research, overall identity theft rates were constant among all age ranges; however the type of fraud did vary between age groups. Being aware of the risks is the first step in combating the rising crime. 'LifeLock for Life' will demonstrate how consumers can best protect themselves and their families at every life stage.

The LifeLock Facebook page also provides consumers an opportunity to defend themselves with knowledge. Followers can find the latest identity theft stories and news of what advocates like LifeLock, law enforcement and elected officials are doing to protect consumers from becoming victims of identity theft. Fans are alerted about breaking news of identity theft reports, the latest data breaches including tips and advice on how to stay protected and can even submit a request for an identity theft expert to present at their next group meeting.

To learn more, visit www.facebook.com/LifeLock.

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About DEI Worldwide

Established in 2000, DEI Worldwide was one of the very first social media marketing agencies to create and nurture valuable and sustainable relationships between brands and their audiences. Today, the company continues to focus on 'socializing brands' by harnessing the power of online conversations to turn prospects into customers, customers into brand loyalists, and brand loyalists into brand advocates. From Facebook and Twitter community development, growth, and management, to influencer programs, blogger outreach, content creation and digital application development, DEI is a leader in this ever-changing space

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and is trusted by some of the best brands on earth, including Kraft, Diageo, Royal Caribbean Cruise Lines, Safeway, Sony, IHOP and LifeLock. For more information, visit www.deiworldwide.com.

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Council for Identity Protection Launches to Examine Key Challenges for the Identity Fraud, Cyber Security and Mobile Markets

New Online Community Brings Together Fraud, Security, Privacy and Technology Leaders to Discuss Some of the Most Pressing Issues Society Faces



Tempe, Ariz. — LifeLock announces the new Council for Identity Protection, sponsored by LifeLock, to tackle issues around online trust, privacy and consumer rights. The Council will serve as a resource for experts across industries, academia and concerned consumers to stimulate a diversity of perspectives and facilitate solutions to a dynamic marketplace.

"Too often the industry and consumers get caught up in the convenience, buzz and profits around new mobile, big data, cloud and social technologies. But we don't always holistically look at the social risks and unintended economic consequences of all these technology and behavioral changes," said Todd Davis, Chairman and CEO of LifeLock. "It is our belief that challenges in the digital age are not independent, but must be viewed with a more integrated view of the problem and ultimate solutions. That is why we are enthusiastic sponsors of the Council and look forward to its lively debates."

The Council for Identity Protection fills a gap in the rapidly changing identity fraud, cyber security, privacy and mobile technology markets by providing a unified framework to discuss emerging commercial and social challenges. The online community will work to break down the separating industry walls and address the high-level fraud, privacy and identity theft issues and trends impacting consumers, business and government today and in the future. The community welcomes divergent opinions.

The Council for Identity Protection has 6 founding board members:

- Dr. Stephen Coggeshall is the Chief Technology Officer of ID Analytics, a leading consumer risk management solutions provider based in San Diego and a wholly owned subsidiary of LifeLock. He was the founding CTO in 2002, where he built the analytics team and helped design the powerful fraud solution. He left in 2003 to continue his work as CEO of the Los Alamos Computational Group which he also cofounded in 2002 and was brought in to Morgan Stanley in 2004 and returned to ID Analytics in 2005.
- Ori Eisen is the founder and Chairman of The 41st Parameter. He has spent the last ten years in the information technology industry, and is respected for his business knowledge and leadership. His background includes an in-depth application of innovative solutions for preventing business to consumer ecommerce fraud.
- Chris Jay Hoofnagle is director of the Berkeley Center for Law & Technology's information privacy programs and senior fellow to the Samuelson Law, Technology & Public Policy Clinic. He is an expert in information privacy law. He teaches computer crime law and a seminar on the Federal Trade Commission and online advertising.
- Dr. Markus Jakobsson is Principal Scientist of Consumer Security at PayPal. Before joining PayPal, Jakobsson held positions at Xerox PARC, Bell Labs, RSA Labs, New York University, Indiana University, and two anti-fraud startups that he co-founded, FatSkunk and RavenWhite. He holds over 100 patents, has authored over one hundred papers, and is the editor and author of three recent books.
- Kevin Mitnick, a man considered to be the "World's Most Famous Hacker," is author of several books on fraud and criminal methods. With more than fifteen years of experience in exploring computer security, Mitnick is a largely self-taught expert in exposing the vulnerabilities of complex operating systems and

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telecommunications devices.

- David Montague is the founder and President of The Fraud Practice. He has spent the last 14 years working in the eCommerce space, and is well respected for his business knowledge and thought leadership. His background includes an in-depth application of innovative solutions for preventing business to consumer e-commerce fraud.

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 Announces Partnership with Aircraft Owners and Pilots Association to Better Protect Pilots



Tempe, Ariz. — LifeLock, Inc. (www.lifelock.com), a leader in proactive identity theft protection, has partnered with Aircraft Owners and Pilots Association (AOPA), the largest aviation association in the world with more than 400,000 members. The partnership will offer AOPA members a way to help safeguard their personally identifiable information (PII). LifeLock® service will be available to AOPA members at a discounted rate.

"It is a critical time for consumers to be proactive and take a stance against this growing crime of identity theft," said Steve McGrady, LifeLock Senior Vice President of Strategic Partnerships. "Consumers looking for a proactive solution for identity theft look to LifeLock. This alignment with AOPA 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."

According to a 2010 report from Javelin Strategy & Research, approximately 11 million Americans fell victim to identity theft in 2009. The same report states that identity theft victims spent an average of 21 hours recovering from an identity theft in 2009. 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.

"With LifeLock being the only identity theft protection program tailored specifically to assist pilots, we are very excited to introduce this new opportunity to our members and their families," said Michelle Peterson, Vice President of Marketing. "AOPA has worked closely with LifeLock to ensure their services meet the specific and unique needs of a pilot, by creating special protocols to assist pilots in the event of lost or stolen airman documentation."

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 AOPA

With a membership base of more than 400,000, or two thirds of all pilots in the United States, AOPA is the largest, most influential aviation association in the world. AOPA has achieved its prominent position through effective advocacy, enlightened leadership, technical competence, and hard work. Providing member services that range from representation at the federal, state, and local levels to legal services, advice, and other assistance, AOPA has built a service organization that far exceeds any other in the aviation community. Further information can be found at www.aopa.org

About LifeLock

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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

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LifeLock Names Seasoned Executive Chris Power as CFO

Tempe, Ariz. — LifeLock, Inc., the industry leader in proactive identity theft protection, has announced Chris Power as Chief Financial Officer (CFO). Power joins the five-year old as the hyper-growth organization focuses on continued growth and new product development.

"Chris brings an extensive amount of experience to LifeLock that will not only lead our initiatives and help to drive our organizational success but his background in the technology sector will provide us with the leadership we need through our next growth phase," said LifeLock Chairman and CEO Todd Davis.

Prior to joining LifeLock, Power most recently served as the Chief Operating Officer and Chief Financial Officer with NetQuote, Inc. where he helped lead the successful sale of the company to private equity interests. His experience serving in the CFO role has included both public and private companies including Salary.com, Monster Worldwide and Nortel Networks. Power brings over 20 years of financial, strategic and operational expertise helping drive profitable expansion in high growth, high tech environments.

In 2010, LifeLock was recognized by Inc. Magazine as part of the 29th Annual Inc. 500 list. The magazine ranked LifeLock as the eighth fastest growing private company in the nation as well as #1 by the magazine in the Security category. From 2006 to 2009, the organization saw a phenomenal 11,474 percent growth rate in revenue.

About LifeLock

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LifeLock CEO Todd Davis Keynote Speaker at ASU

Tempe, Ariz. — CEO and Chairman of LifeLock, Inc. (www.lifelock.com), Todd Davis, will be the keynote speaker at the 22nd Annual Arizona State University Business Skills Day this Friday, January 7th. The event is organized by ASU's Phi Beta Lambda, which invites high school and college students from all across the state to participate in the one-day conference. The event will help attendees to grow as leaders by participating in business related workshops, team-building activities, various competitions, and learning from one of the nation's top CEO's, Todd Davis.

Davis is a man who knows how to make people take notice. He has committed the last six years to building LifeLock into an organization at the forefront of helping to combat identity theft. An expert on identity theft, Davis travels across the country educating the public on the dangers of identity theft and the importance of taking proactive steps to protect oneself.

Under Davis' leadership, LifeLock has been recognized in ten different award categories over the last year, including the International Business Awards for Corporate Communications Team of the Year. From its new product offerings to its highly sought after national law enforcement training, LifeLock continues to work relentlessly to help protect its members from, and educate consumers regarding, the growing threats of identity theft. LifeLock received multiple awards in 2010 for being a great place to work in Phoenix. LifeLock was recognized by Arizona Business Magazine and BestCompaniesAZ as a winner of the inaugural Arizona's Most Admired Companies Awards. In addition, LifeLock was also named to the Phoenix Business Journal's Best Places to Work list. On Friday, Davis will address the attendees how LifeLock came to be an Inc. 500, nationally known company in less than six years.

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More Than 11 Million Records Compromised by Data Breaches in 2010

Reports of Lost Data More Than Double Last Year



Tempe, Ariz. — Personally Identifiable Information - we hand it over every day. Identity thieves know we give it out and they know who we give it to. This is why 590 data breaches in 2010, affecting a reported 11 million Americans, were made public by the Privacy Rights Clearinghouse. With each January dubbed "National Financial Wellness Month," consumers need to recognize that their financial wellness may not always be within their control.

"From account passwords to phone numbers and Social Security numbers, we are asked to share our personal information nearly every day," said Todd Davis, Chairman and CEO of LifeLock, Inc., the nation's premier provider of proactive identity theft protection. "Each time we hand over these key pieces of our personal information, we increase our vulnerability to identity theft."

The Privacy Rights Clearinghouse reports that the 590 data breaches in 2010 was an increase from the 250 data breaches reported in 2009. The increase in breaches from 2009 to 2010 can be seen in government and/or military agencies doubling the number of reported data breaches and financial and insurance institutions tripling the number of reported breaches.

"Just like thieves rob banks because that's where the money is, identity thieves target government, military, financial and insurance agencies because of the large amounts of personal information they hold," said Davis. "In order to bring to light these issues where consumers are vulnerable, LifeLock has made a significant investment in educating consumers, law enforcement and our elected officials to the risks and solutions surrounding this crime."

According to the report "2009 Annual Study: Cost of a Data Breach" published by the Ponemon Institute in January 2010, the average organizational cost of a data breach was \$6.75 million, or an average of \$204 per record lost. Actively monitoring unregulated and file-sharing networks for personally identifiable information, the LifeLock Personal Breach Detection™ service searches for online risks of member data. If detected, LifeLock alerts its members by e-mail to help protect against accidental disclosures.

About LifeLock

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**Miami Police Department to Host Award-Winning Identity Theft Summit**

Tempe, Ariz. — According to identity theft complaints made to the Federal Trade Commission (FTC) in 2009, the city of Miami ranked fourth in the nation with more than 10,400 filed during the calendar year. The same report shows that the state of Florida was No. 1 in the nation for complaints filed, per 100,000 population. As cases of identity theft continue to climb throughout the state, Chief Miguel A. Exposito and the Miami Police Department are committed to keeping law enforcement officials informed regarding the increasing threats of this crime and will host a free identity theft summit on February 24.

The FBI Law Enforcement Executive Development Association (FBI-LEEDA) and LifeLock, Inc. have partnered to present an award-winning identity theft summit open to chiefs, sheriffs, investigative supervisors, fraud unit investigators, patrol officers and community policing personnel. The 8-hour course will provide law enforcement with instruction on the latest trends and techniques criminals are using to commit identity theft. Participants will also be provided with hands-on experience using the tools that criminals are using to commit identity theft and fraud.

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 solution to help curb the crime. The identity theft summit presented by FBI-LEEDA and LifeLock allow the participants to not only get an inside look at the tools of the trade but also to learn investigative techniques that will allow them to work cases more efficiently both within and outside of their jurisdictions.

The Miami seminar will be held on Thursday, February 24 from 8 a.m. to 4 p.m. at the Miami Police Department, 400 NW 2nd. Ave, Miami 33128. Law enforcement interested in participating can register online.

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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LifeLock Launches Upgraded Website

Business and Consumer Experience Enhanced through new LifeLock.com

Tempe, Ariz. — LifeLock® Inc., an industry leader in proactive identity theft protection, has recently launched an upgraded website to provide the most up to date facts and figures related to the crime of identity theft as well as tools and tips for consumers to help protect themselves. The newly renovated website also includes a section to provide support and resources to aid businesses in protecting their employees.

The new website provides consumers with an "Understanding Identity Theft" resource, a form of Identity Theft 101, to better understand how personally identifiable information (PII) can be stolen and misused. Consumers can also click on any state on the interactive United States map to better understand the identity theft statistics that are reported annually to the Federal Trade Commission. The educational website also provides consumers with tips and tools on how to take steps on their own to reduce their risk of becoming a victim of identity theft.

"For the last five years LifeLock has been at the forefront of educating consumers and law enforcement about the crime of identity theft," said Marvin Davis, Chief Marketing Officer of LifeLock. "With the launch of the upgraded LifeLock.com we are fully utilizing the internet to share these educational tools with the world."

LifeLock.com has also provided an outlet for businesses to differentiate their employee benefits with customizable identity theft protection. LifeLock Breach Services are available to provide support for businesses that suffer a data breach, potentially reducing fallout from what could be a costly loss. Consumers also looking for additional information on credit monitoring services can learn more through LifeLock's Credit Score Manager™ service.

About LifeLock

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Identity Theft Awareness Week

Daytona Beach Mayor Glenn Ritchey Recognizes Identity Theft Threats and Declares "Identity Theft Awareness Week" March 20-26

Tempe, Ariz. — Florida residents are especially vulnerable to **identity theft** according to a recent report issued by the Federal Trade Commission in their annual Consumer Sentinel Network report. The most recent report shows that the state of Florida ranks first in the nation for most complaints of identity theft per capita.

In support of local law enforcement and continued consumer education, Daytona Beach Mayor Glenn Ritchey has declared the week of March 20 as "Identity Theft Awareness Week." During this week, law enforcement officials from throughout Florida will have the opportunity to attend a free identity theft summit on Tuesday, March 22, 2011 hosted by the Daytona State College School of Emergency Services. The mayor is also calling for consumers to take time to educate themselves about the crime of identity theft and the various tools and techniques available to help protect their personally identifiable information.

LifeLock, Inc., an industry leader in proactive identity theft protection and the FBI Law Enforcement Executive Development Association (FBI-LEEDA) are sponsoring the award-winning identity theft summit and will provide attendees with the latest information on identity theft trends, new techniques, and investigative methods.

Details for the Identity Theft Summit in Daytona, FL:

- The Daytona summit will be held from 8 a.m. to 4:00 p.m. on Tuesday, March 22 at the Daytona State College School of Emergency Services, Volusia County Sheriff's Office Training Building, 3901 Tiger Bay Rd., Daytona Beach, FL 32124.

This summit will mark the sixth presentation for law enforcement in Florida since November 2009. Previous courses have been held in Naples, Orlando, Clearwater Beach, Tampa and Miami.

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 37 different cities across the country and educated more than 3,500 law enforcement officials from more than 1,200 different agencies.

About LifeLock

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Identity Theft Costs Time and Money

Tempe, Ariz. — A recently released study conducted by Harris Interactive for LifeLock, examining U.S. consumers' awareness of and usage habits with regards to protecting their identity finds that identity theft victims who subscribed to an identity theft protection service (ITPS) reported spending less time and money resolving the issue than did victims who were not covered at the time of the incident. The study sponsor, LifeLock, was not identified to participants.

"Identity theft can clearly cause headaches for its victims," says Todd Davis, LifeLock Chairman and CEO. "And, while there are many things we can each do to help protect ourselves from being a victim, based on this survey, Identity Theft Protection Services can help to reduce the impact of identity fraud."

The online survey of 3,047 U.S. adults, 21 years or older, including 1,366 current subscribers of identity theft protection services, and conducted in December 2010 detailed high rates of satisfaction (72% responded with an 8, 9, or 10 on a 10-point scale where 1=Not At All Satisfied and 10=Extremely Satisfied) with their identity theft protection service on the basis of the increased peace of mind and convenience provided. When compared with those who do not subscribe to ITPS, subscribers reported:

- Significantly higher levels of confidence in their protection from identity theft issues, such as credit card fraud, internet security in general, identity theft, and credit report tampering (64% current ITPS subscribers are confident in their protection vs. 38% among non-subscribers)
- A belief that ITPS services "enable their customers to have peace of mind from identity breaches" (75% of current subscribers agree ITPS delivers peace of mind, compared to 45% of non-subscribers)
- Significantly higher agreement that ITPS "protect their customers from identity theft in ways they cannot do themselves" (79% vs. 44%)

There are indications they have may good reason to have greater peace of mind, as victims who claimed to have ITPS at the time of identity theft fraud (relative to those with no ITPS at the time of the identity theft fraud):

- Spent significantly less time to resolve issue (average self-reported hours spent: 45 hours vs. 86 hours),
- Experienced significantly less time till their identity is recovered (average self-reported weeks involved: 5.3 weeks vs. 20.2 weeks), and
- Had to personally outlay less money (average self-reported dollars spent: \$345. vs. \$1,109)

Finally, current ITPS subscribers assert that their ITPS service provides prevention and detection capabilities which further enhance their peace of mind:

- 69% mentioned that ITPS notified them of potentially fraudulent use of their personal information
- 69% indicated that ITPS prevented a potential identity theft issue.

Survey methodology

This study was conducted online within the United States between December 8 to 27, 2010 among 3,047 adults (aged 21 and over). Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

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All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys and were not informed of the sponsor of the survey. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

About Harris Interactive

Harris Interactive is one of the world's leading custom 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 expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through our North American, European, and Asian offices and a network of independent market research firms, 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 or contact achoksi@harrisinteractive.com.

About LifeLock

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LifeLock Named 2011 Communitas Leadership Winner for Consumer Education

Identity Theft Protection Agency Recognized for Community Service & Corporate Social Responsibility

Tempe, Ariz. — LifeLock, an industry leader in identity theft protection, has been recognized as a 2011 Communitas Award winner for Leadership in Community Service and Corporate Social Responsibility for the LifeLock Speakers Series: Free Identity Theft Education for Consumers. Communitas Awards recognizes exceptional businesses, organizations and individuals that are unselfishly giving of themselves and their resources, and those that are changing how they do business to benefit their communities.

LifeLock has a strong focus on educating consumers on identity theft and empowering 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 executed more than 100 Speakers Series events reaching more than 5,300 consumers across the United States.

"For the last four years the LifeLock Speakers Series has been a key component of our educational efforts and demonstrates our commitment to educating communities nationwide," said LifeLock Chairman and CEO **Todd Davis**. "This program has positioned us to increase our educational efforts with law enforcement and to further strengthen our educational conversations with elected officials around the nation."

A 2011 report published by the Federal Trade Commission (FTC) shows that identity theft has topped the list of consumer complaints for the 11th consecutive year, according to the agency's annual Consumer Sentinel Network report.

LifeLock has been recognized as an exceptional organization demonstrating excellence in community service and corporate social responsibility. Communitas nominees are evaluated based on the extent and effectiveness of their programs, and the size and potential scope of the nominee is also taken into consideration. Communitas winners are recognized for specific programs involving volunteerism and philanthropy, or ethical, sustainable business practices. In 2010, LifeLock won the Communitas Award for Leadership in Community Service and Corporate Social Responsibility for its Identity Theft Summits for Law Enforcement.

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Sony PlayStation Network Breach Leaves Subscribers at Risk



Sony has released a statement that the security breach of its PlayStation Network may have exposed the credit card information of paid subscribers.

In an April 26, 2011 blog post on the Sony PlayStation site, the company warned that an unauthorized person was believed to have obtained the names, addresses, email addresses, birth dates, and PlayStation login information of registered account holders. Sony has not yet said how many accounts have been compromised, but Cnn.com reports that the PlayStation Network has over 70 million subscribers.

Although there was no evidence as of the date of the blog post that credit card information had been stolen, Sony is taking extra precaution and warning users that this information may have been obtained as well.

For now, Sony has shut down their PlayStation Network and is working to rebuild it. If you are a PlayStation Network subscriber, you should expect an email from Sony detailing the breach.

LifeLock recommends taking the following actions if you are a Sony PlayStation Network subscriber:

- **Check your credit card statement daily.**
Review the online statement for the credit or debit card you use for your PlayStation account. If you see suspicious activity, contact your bank or creditor immediately.
- **Do not provide sensitive information to in response to emails from Sony or PlayStation.**
Even if an email looks legitimate, do not provide sensitive information like your credit card number, credit card security code (the three digits on the back), or Social Security number to anyone claiming to be from Sony or PlayStation.
- **Change your password.**
If you use your PlayStation network password for other accounts, change them immediately.

About LifeLock

LifeLock, Inc. is an industry leader in identity theft protection. 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. 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 Inc. Magazine as the eighth fastest growing private company (2010), by Arizona Corporate Excellence as Arizona's Fastest Growing Company, and by the American Business Awards as having the Best New Product or Service of the Year for the LifeLock Identity Alert® system.

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Identity Theft Seminar to Aid Law Enforcement

Gov. Dave Heineman Announces "Identity Theft Awareness Week" April 24-30

Tweet

Tempe, Ariz. — 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 support of local law enforcement and continued consumer education, Nebraska Governor Dave Heineman has declared the week of April 24 as "Identity Theft Awareness Week."

During this week, law enforcement officials from throughout Nebraska will have the opportunity to attend a free identity theft summit on Thursday, April 28 hosted by Chief Mark Powell and the Ashland Police Department. The Governor is also calling for consumers to take time to educate themselves about the crime of identity theft and the various tools and techniques available to help protect their personally identifiable information.

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 latest information on identity theft trends, new techniques and investigative methods to better 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 more than 4,000 law enforcement officials representing more than 1,300 different agencies.

"This one-day training was significant for the law enforcement in our communities not only because of the relevant material presented but also that it was delivered at no charge to local agencies," said Sheriff Ozzie Knezovich of the Spokane County Sheriff's Office. "With the current state of the economy and budget cutbacks, it is this type of free training that all law enforcement should take advantage of. The issue of identity theft is pertinent in all areas of the country and this program educated law enforcement participants on the latest trends of identity theft and techniques to combat the crime. FBI-LEEDA has a history of providing strong training programs throughout the law enforcement community and this training is one of the most powerful classes I've seen yet."

Details for the Identity Theft Summit in Louisville, NE:

- The Louisville summit will be held from 8 a.m. to 4:00 p.m. on Thursday, April 28 at the Platte River State Park - Mallet Lodge, 14421 346th Street, Louisville, NE 68037.

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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LifeLock, Inc. is an industry leader in identity theft protection. 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. The company has a strong focus on educating consumers and working with law enforcement and elected officials to better understand the increasing

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threats of identity theft. A multiple award-winning organization, LifeLock has been recognized by Inc. Magazine as the eighth fastest growing private company (2010), by Arizona Corporate Excellence as Arizona's Fastest Growing Company, and by the American Business Awards as having the Best New Product or Service of the Year for the LifeLock Identity Alert® system.

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Identity Theft Seminar to Aid Law Enforcement Officials

Governor Mark Dayton Announces "Identity Theft Awareness Week" April 24-30

Tempe, Ariz. — 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 support of local law enforcement and continued consumer education, Minnesota Governor Mark Dayton has declared the week of April 24 as "Identity Theft Awareness Week."

During this week, law enforcement officials from throughout Minnesota will have the opportunity to attend a free identity theft summit on Tuesday, April 26 hosted by the ITT Technical Institute. The Governor is also calling for consumers to take time to educate themselves about the crime of identity theft and the various tools and techniques available to help protect their personally identifiable information.

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 latest information on identity theft trends, new techniques and investigative methods to better 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 more than 4,000 law enforcement officials representing more than 1,300 different 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."

Details for the Identity Theft Summit in Eden Prairie, MN:

- The Eden Prairie summit will be held from 8 a.m. to 4:00 p.m. on Tuesday, April 26 at the ITT Technical Institute, 8911 Columbine Road, Eden Prairie, MN 55347.

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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How LifeLock Forced the Take-Down of a Malicious Website

After my interview with "Red" (see [LifeLock's Very Odd Case](#)), I was intrigued as to how the identity theft protection company was able force a malicious site clean off the web in a matter of hours.

LifeLock's CEO, Todd Davis, was kind enough to give me some behind the scenes insight into the case.

It all came down to leverage.

When Red told Christine Hamilton of LifeLock that a scam website had been built around his identity, her first step was to track down the ISP that was hosting the site.

As soon as that was determined, LifeLock sent a takedown order to the ISP. Simple.

Of course, a takedown order from a company with 1.8 million subscribers, a company that does nothing but remediate identity theft, is hard to wave off. So the ISP was cooperative.

The fact that the ISP was in the U.S. helped. But Davis told me that, had the site been hosted off-shore, they have techniques for that situation as well.

So there you go. No DoS attacks; no James Bond gadgets. Just a company with a lot of resources taking care of a customer.

William Deutsch, Business Security Guide - About.com

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LifeLock Aligns with 'America's Health Insurance Advocate®' Cary Hall to Protect Consumers from Identity Theft

Tweet

Tempe, Ariz. — Threats of identity theft continue to evolve, as displayed in recent report issued by the **Federal Trade Commission** (FTC). In 2010, nearly 20% of all consumer complaints to the federal agency were a result of identity theft. In order to better educate and protect consumers from the threats of this crime, LifeLock, Inc. has joined forces with Cary Hall, 'America's Health Insurance Advocate®' to provide consumers with a special offer for LifeLock's industry leading identity theft protection services.

"Protecting your identity is as important as protecting your health with a good health insurance policy," said Hall. "LifeLock is the best and the industry leader in identity protection. My wife Lori and I have been members of LifeLock for the last three years and have never had an identity theft issue as a result."

With his solid reputation and expertise in the field of health care, Cary Hall's powerful drive and dedication to "myth-busting" has established him as a voice of authority informed Americans should consider. In alignment with LifeLock, Hall is calling for consumers to take time to educate themselves about the crime of identity theft and the **various tools and techniques available** to help protect their personally identifiable information.

"The advocacy that Cary Hall is known for is a perfect pairing for the educational efforts that we deliver," said Steve McGrady, Senior Vice President of Partner Sales with LifeLock. "Cary's passion for championing the best practices allows him to serve consumers on a very personal level and we strongly believe that he will use that same advocacy to educate his audience on the ever-changing identity theft environment."

LifeLock educates consumers on identity theft and empowers 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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Data Breaches Soar in First Quarter. Consumers Often Left Wondering What to Do



Tempe, Ariz. — The first three months of 2011 have proven to be lucrative for would-be identity thieves. According to the Privacy Rights Clearinghouse - a non-profit consumer organization focused on consumer information and consumer advocacy - data breaches in the US are up 10% in 2011 compared to the first quarter of 2010 and up nearly 71% compared to the first quarter of 2009. A data breach occurs when confidential personally identifiable information (PII) like Social Security numbers, credit card numbers, email address or health information is exposed to or accessed by an unauthorized person.

Just this week, the Texas-state Comptroller's Office announced a data breach containing the names, addresses, Social Security numbers and possibly more personally identifiable information (PII) of nearly 3.5 million Texans.

"Every year we see more companies announce the loss of personal data, and yet, consumers still don't believe there is a possibility that someone will be, or could be, using it," said Todd Davis, Chairman and CEO of LifeLock, the industry leader in identity theft protection. "Studies have shown that this information does get used, however, there is no smoking gun or trail of bread crumbs leading back to the organization that lost the information once a problem is discovered by the consumer. As consumers, who is standing up to defend us? While new legislation has been introduced to provide better solutions to a real problem, consumers must become better educated about data beaches and understand what options they have to protect themselves."

As of April 12, the Privacy Rights Clearinghouse reports 160 data breaches in 2011, affecting more than 9 million records. Agencies losing data in 2011 include 20 educational institutions, 25 government or military agencies and 11 financial institutions/insurance services.

Earlier this month, marketing giant Epsilon issued an alert regarding the unauthorized entry into its email system disclosing the names and email addresses and/or customer names. According to the Wall Street Journal, affected companies include J.P. Morgan Chase, TiVo, Best Buy, Target and others.

Consumers concerned about the growing threats of lost data should understand that simply electing a credit monitoring service is not a whole solution. Credit monitoring can be effective but if consumers have concerns over instances of lost data they should consider researching companies that offer proactive identity theft protection, like LifeLock.

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Stolen OSDH Laptop May Contain Medical Data of 130,000

The Oklahoma State Department of Health (OSDH) issued a statement on April 12 stating that an agency laptop was stolen from an OSDH employee's car the week before. The laptop, which was used to record data from hospital medical records, may have contained the names and personal information of nearly 133,000 individuals.

Stolen medical information can be used by criminals to commit medical identity theft or benefits fraud, in which thieves collect money for claiming disabilities. ([Learn more](#) about the different ways a stolen identity can be misused.)

For more information about this potential breach, visit www.health.ok.gov.

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Texas Comptroller Breach

Breach Exposes 3.5 Million Texans' Social Security Numbers

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The Social Security numbers, birthdates, and driver's license numbers of millions of Texans were exposed for months on a public computer server managed by the Office of the State Comptroller. (Learn more about [Data Breaches.](#))

The unencrypted information included the data of 3.5 million employees and retirees in the Texas Workforce Commission, the Teacher Retirement System of Texas, and the Employees' Retirement System of Texas databases. The Attorney General's office is conducting a full investigation and the Office of the Comptroller will be sending letters to affected individuals.

While it is currently unknown whether or not the private information has been misused, exposed Social Security numbers, birth dates, and driver's license numbers can be used to open new credit accounts, seek medical attention, obtain fraudulent employment, and much more. LifeLock recommends that those LifeLock members who have been affected stay aware and report any suspicious activity to LifeLock immediately at Member.Services@LifeLock.com or by calling 1-800-LifeLock (543-3562).

For more information on this breach, visit www.txsafeguard.org or call 1-855-474-2065.

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LifeLock's Very Odd Case

Identity Theft Service Quickly Takes Down a Scam

For the sake of privacy, I'll call him "Red."

Red was a victim of one of the oddest cases of identity theft I've ever come across.

It all started when Red's son, who is a West Coast media personality, telephoned. "Dad," he said, "I love what you're doing for those kids in Africa, but why are you putting pictures of my boys on your website"?

If that question makes no sense to you, you're not alone. Red didn't have a website, wasn't helping any African children, and had never posted pictures of his grandsons online. But someone had created a site for a scam charity in his name. It included a retouched photo of Red with some starving African children, a photo of his grandkids, a PayPal link for making donations and played a very cheesy version of "Wind Beneath My Wings."

Now Red's business had taken him in and out of Africa about 70 times. And although he'd been approached by companies wanting to build him a website, the nature of his work had always required him to deal with pre-screened, carefully chosen customers. So a web presence was unnecessary at best.

Red's first action was to work through some of his son's law enforcement contacts. But six weeks later, the fraudulent site was still up and soliciting donations.

Next, he approached a neighbor who was a retired DEA executive. The friend tried to help, but a month later the site was still scamming donations. And Red's grandkids were still online.

Red then turned to the FBI. He described their reaction as "literally shameful." He was never able to get anyone at the Bureau interested in taking up his case.

"Finally," Red told me, "I woke up and said 'I'm a LifeLock member. Maybe I should go to them.' Boom. In twenty-four hours, the site was down."

Red called LifeLock's customer service number and reached Christine Hamilton. He explained his odd case to Christine and, although this wasn't traditional identity theft, she told Red she'd get right to work. "I don't know what they did," he said, "it just happened."

Christine called back a few hours later. She asked Red to try and pull up the site that had hijacked his life for months. It was gone.

So tell me, have you ever heard an identity theft story to match that one? I'm having a hard time coming up with one.

And by the way. All the wisecrack comments I've ever made about LifeLock? Consider them retracted.

William Deutsch, Business Security Guide - About.com

Read the [update](#) to this story.

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LifeLock, Inc. is an industry leader in identity theft protection. 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. The company has a strong focus on educating

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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 Inc. Magazine as the eighth fastest growing private company (2010), by Arizona Corporate Excellence as Arizona's Fastest Growing Company, and by the American Business Awards as having the Best New Product or Service of the Year for the LifeLock Identity Alert® system.

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Award-Winning Identity Theft Training Set for North Carolina Law Enforcement June 2

Tempe, Ariz. — 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 an effort to help combat the crime on the front lines, Sheriff Van Duncan and Buncombe County Sheriff's Office will host a free identity theft training for law enforcement officials on Thursday, June 2.

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 more than 4,000 law enforcement officials representing more than 1,300 different 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 past FBI-LEEDA President 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."

According to the Federal Trade Commission's 2010 Consumer Sentinel Report, identity theft tops the list of consumer complaints for the 11th consecutive year. The report shows that the top identity theft complaint filed with the FTC from residents of North Carolina continues to be Phone or Utilities Fraud. This type of complaint can include but not be limited to new utility accounts, wireless phone accounts or traditional phone accounts.

Details for the Identity Theft Summit in Skyland, NC:

- The Skyland summit will be held from 8 a.m. to 4:00 p.m. on Thursday, **June 2** at the **Skyland Fire Department**, 9 Miller Road, Skyland, NC 28776.

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

LifeLock, Inc. is an industry leader in identity theft protection. 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. 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 Inc. Magazine as the eighth fastest growing private company (2010), by Arizona Corporate Excellence as

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Arizona's Fastest Growing Company, and by the American Business Awards as having the Best New Product or Service of the Year for the LifeLock Identity Alert® system.

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Identity Theft a Growing Concern during National Internet Safety Month

LifeLock Encourages Parents to Speak to Children about Online Security Threats



Tempe, Ariz. — In accordance with a resolution passed by the United States Senate in June 2006, June is National Internet Safety Month, a time when parents are urged to speak with their children about the potential dangers and threats that lurk online. The **Unisys Corporation** released new research that shows that Americans are significantly more concerned about nearly all aspects of their security compared to six months ago. The biggest increase in their security concerns are centered on internet security, measuring at levels 35 percent higher than in August 2010.

"In today's technology-driven world we share so much personal information about our lives in 140 characters or less that we often fail to see how it can put us at risk. The blurred lines between the virtual and real lives of our children have made keeping them safe an even tougher job," said Ann Harkins, President and CEO of the National Crime Prevention Council (NCPC). "It is more important than ever that we discuss with our children what is considered personal information, the potential pitfalls of sharing too much, and how to best keep personal information secure."

According to the Federal Trade Commission's 2010 **Consumer Sentinel Report**, identity theft tops the list of consumer complaints for the 11th consecutive year. Identity theft complaints filed to the FTC in 2010 on behalf of young people 19 and under accounted for 8% of all identity theft complaints.

LifeLock, a leader in proactive identity theft protection, encourages parents to share the following information with their families in order to be safe when opening the front door of the internet:

Sharing Stops Here: What information needs to be shared on social media sites? Facebook and Twitter don't NEED to have your date of birth, your home address, your phone number or your email address listed. Help your family to understand that this information is OPTIONAL.

Music Maker: Where did all of the music on your child's mp3 player, iPod, iTouch, or iPad come from? Take a look at your child's music device and do the math. Did he/she pay for the 400 songs? If not, chances are the music was downloaded via a peer-to-peer file-sharing network. These networks - including but not limited to FrostWire, BearShare, Kazaa - not only allow sharing of music files but also can share the personal documents housed on your personal computer including but not limited to your electronic tax returns.

Perfect Passwords: Passwords should be simple enough to remember but complex enough to keep non-approved users out. Strong passwords include both uppercase and lowercase letters, numbers and symbols. An example of a strong password would be: T2dacdngaaa! To remember: The 2 dogs and cat do not get along at all!

Chit Chat: When chatting online, understand that the person you may be interacting with may not really be who they say they are. Do not share any information about yourself in a chat forum including your name, age, school, address or other information. If you want to chat with a friend, pick up the phone or meet in person.

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 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 NCPCC can be a public safety expert for you or how to "Take A Bite Out of Crime®," visit www.nccpc.org.

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LifeLock's Award-Winning Identity Theft Summit Set for May 24 in North Dakota

FBI-LEEDA and LifeLock Host Free Identity Theft Seminar for Law Enforcement Professionals

Tweet

Tempe, Ariz. — As complaints of identity theft continue to rise in North Dakota, the FBI Law Enforcement Executive Development Association (FBI-LEEDA) and LifeLock will present a free, one-day identity theft seminar in Fargo, ND on Tuesday, May 24. Hosted by Chief Arland Rassmussen and the West Fargo Police Department, law enforcement officials from across North Dakota are invited to attend the **award-winning training**.

According to a 2011 Federal Trade Commission (FTC) report, identity theft complaints filed with the agency from residents of North Dakota have increased in 2010 over 2009. The most significant increase in North Dakota can be seen in identity theft cases related to bank fraud. The same report shows that identity theft complaints in Fargo are up nearly 6% over the prior year. For 11 consecutive years, identity theft has topped the FTC's list of consumer complaints.

The identity theft summit will provide law enforcement officials with the latest information on identity theft trends, new techniques and investigative methods to better 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 more than 4,000 law enforcement officials representing more than 1,300 different agencies.

"Identity theft is trending differently in different parts of the country," said Wayne Ivey, instructor for the FBI-LEEDA and LifeLock identity theft summits. "As we lead these classes around the nation, we are seeing that what is happening in one city may vary significantly in what is happening in a community 30 miles away. It is critical for law enforcement to come together through these seminars to understand how the criminals are committing this crime as well as the best ways to investigate and prosecute."

Details for the Identity Theft Summit in Fargo, ND:

- The Fargo summit will be held from 8 a.m. to 4:00 p.m. on Tuesday, **May 24** at the **West Fargo Police Department, Public Safety Building**, 4630, 15th Avenue North, Fargo, ND 58103.

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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Product or Service of the Year for the LifeLock Identity Alert® system.

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LifeLock Named Finalist in 14 American Business Awards

Industry Leader in Identity Theft Protection Recognized Among Fastest Growing Companies and Customer Service

Tempe, Ariz. — Today the American Business Awards announced the finalists for the 2011 American Business Award's 'Stevie Awards' and LifeLock, Inc. was named a finalist in 14 categories.

The American Business Awards are the nation's premier business awards program. All organizations operating in the US 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 held on June 20th at the Marriot Marquis in New York City.

LifeLock was named a finalist in the following categories: Fastest Growing Company, Customer Service Department of the Year, Best Home Page, Marketing Campaign of the Year, Corporate Social Responsibility and 8 other additional categories with a total of 14 finalist nominations.

"Being honored by the Stevie Awards is a reflection of how committed our team of more than 450 employees is to providing world-class service and to delivering the most sophisticated and proactive identity theft solution available," said LifeLock Chairman and CEO Todd Davis. "This is the fourth consecutive year that we have been recognized as a finalist by the American Business Awards, the most of any company in our industry - something that we are also extremely proud of."

In 2007, LifeLock received a Stevie Award for the Best Radio Ad or Campaign, and in 2008 the Best Magazine Ad/Campaign and Best Radio Ad/Campaign. In 2009, the identity theft protection company received Stevie awards for 'Best Overall Company of the Year-Up to 2,500 Employees-All Services' and Best Copywriting. In addition, the LifeLock TrueAddress™ service was named Favorite Service in the first ever People's Choice Stevie® Awards for Favorite New Products in 2009. Last year, LifeLock won the Best New Product or Service of the Year Stevie Award for the LifeLock Identity Alert™ system.

Details about The American Business Awards and list of Finalists in all categories are available at <http://www.stevieawards.com/aba>.

About LifeLock

LifeLock, Inc. is an industry leader in identity theft protection. 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. 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 Inc. Magazine as the eighth fastest growing private company (2010), by Arizona Corporate Excellence as Arizona's Fastest Growing Company, and by the American Business Awards as having the Best New Product or Service of the Year for the LifeLock Identity Alert® system.

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

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outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at <http://www.stevieawards.com>, and follow the Stevie Awards on Twitter [@TheStevieAwards](#).

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LifeLock Receives Gold in Hermes Creative Awards

Identity Theft Protection Agency Recognized for Community Service & Corporate Social Responsibility

Tweet

Tempe, Ariz. — Hermes Creative Awards has announced the LifeLock, the industry leader in identity theft protection, has won a Gold Award for the LifeLock Speakers Series: Free Identity Theft Education for Consumers. Hermes Creative Awards recognizes outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals.

LifeLock has a strong focus on educating consumers on identity theft and empowering 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 executed more than 100 free Speakers Series events reaching more than 5,300 consumers across the United States.

"With so many messages in the marketplace surrounding identity theft, we feel it's our duty to provide consumers with the most current threats of identity theft and to provide them with all of the working solutions available to help them combat this crime," said LifeLock Chairman and CEO Todd Davis. "No one in our industry can compare with this free program or the education it has provided to businesses, civic organizations, universities, church groups and neighborhood watch groups."

The Federal Trade Commission (FTC) released its annual Consumer Sentinel Network report in March 2011 and for the 11th consecutive year identity theft has topped the list of consumer complaints.

Last month, LifeLock, was recognized as a 2011 Communitas Award winner for Leadership in Community Service and Corporate Social Responsibility for LifeLock's free Speakers Series events. Communitas Awards recognizes exceptional businesses, organizations and individuals that are unselfishly giving of themselves and their resources, and those that are changing how they do business to benefit their communities.

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals (AMCP). As part of its mission, AMCP fosters and supports the efforts of creative professionals who contribute their unique talents to public service and charitable organizations. For a complete list of the 2011 Hermes Creative Awards winners, visit <http://www.hermesawards.com>.

About LifeLock

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LifeLock Wins Stevie® Awards in 9th Annual American Business Awards



Tempe, Ariz. — LifeLock, Inc. (www.lifelock.com), an industry leader in identity theft protection, won two Stevie Awards in The 2011 American Business Awards Monday night at the Marriott Marquis Hotel in New York City. LifeLock was recognized for 2011 Marketing Campaign of the Year and for 2011 Customer Service Team of the Year for its Resolution Team. This is the fifth consecutive year that LifeLock has been recognized as a finalist by the American Business Awards, the most of any company in the identity theft protection industry.

Stevie Awards were presented in over 40 categories including Best Overall Company of the Year, Executive of the Year, and Corporate Social Responsibility Program of the Year. More than 2,800 entries from organizations of all sizes and in virtually every industry were submitted for consideration.

"It is an honor to be a Stevie Award winner for the fifth consecutive year," said Todd Davis, LifeLock Chairman and CEO. "These awards exemplify how LifeLock has become a leader in the identity theft protection field and further prove to consumers that LifeLock always has the consumer's best interest in mind. This recognition further proves the dedication and passion of our nearly 500 employees and their commitment to the LifeLock culture."

The "2011 Marketing Campaign of the Year - Diversified Services" award recognizes LifeLock for the "LockMan - Relentlessly Protecting Your Identity" campaign. The "2011 Customer Service Team of the Year" award recognizes LifeLock's Resolution Team for its unwavering support of members that have identified issues related to identity theft.

In 2007, LifeLock received a Stevie Award for the Best Radio Ad or Campaign and in 2008 the Best Magazine Ad/Campaign and Best Radio Ad/Campaign. In 2009, the identity theft protection company received Stevie awards for 'Best Overall Company of the Year-Up to 2,500 Employees-All Services' and Best Copywriting. In addition, the LifeLock TrueAddress™ service was named Favorite Service in the first ever People's Choice Stevie® Awards for Favorite New Products in 2009. Last year, LifeLock won the Best New Product or Service of the Year Stevie Award for the LifeLock Identity Alert® system.

Details about this year's American Business Awards and the lists of honorees in all categories are available at www.stevieawards.com/aba.

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 The Stevie Awards

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Combat Sneaky Cyber Predators Wherever They May Lurk



As a victim of identity theft and an advocate for victims of this crime, I have learned that no matter how safe you think your information is, it isn't. And no matter how simple it may seem to prove your own innocence, that isn't easy either. I take precautions against identity theft and urge others to do the same because I know that cleaning up after an occurrence of an identity theft can be time consuming and costly—financially as well as emotionally.

Just as in any of life's circumstances, knowledge is power. That should include becoming wise to some of the lesser-known types of identity theft—and the various methods crooks use today to access our data and identity. Whether your personal information is used to commit other crimes, clean out your bank accounts, file false tax returns, steal your home equity or obtain medical benefits, the crime can affect you for years to come. Take a look at these recent cases in the news. These stories demonstrate that identity theft is about far more than just your credit report.

Take the case of Larry Smith. His name, birth certificate and personal details were used by someone else to obtain medical benefits; all the while, he also used Smith's name and "identity" to commit various crimes that eventually landed Smith in jail, left to prove his innocence.

The time, energy and money the Smiths have invested in trying to recover from this identity theft are staggering. Not many of us can even imagine that nightmare—but it happens.

Most of us can't imagine, either, what Anndorie Sachs has been through. She got a call at her home telling her that she had given birth to a baby addicted to methamphetamines. Since she hadn't had a baby in over two years, she knew someone had obtained medical services using her name. In 2009, over 300,000 people experienced some form of medical identity theft.

Now consider the case of Mike Calcutt of Minnesota. He had his home equity line hacked to the tune of \$88,593, and despite being able to show that whoever faxed in the requests for access was fraudulent, he has to pay back the bank. Then there is Florida resident Terri Bryan, who learned that someone filed a false tax return using her Social Security number and date of birth. As Bryan now waits on the results of an IRS investigation, she also waits on her refund—and word of what other crimes may be committed in her name.

Lenny Vigliotti is a Florida resident who discovered that somebody wired \$12,000 from his savings account through multiple banks, before it ended up in the Ukraine. Three months later, he was still fighting to recover his money.

Fortunately, it's not all bad news. There are a lot of things that we can do today that we couldn't do just a few years ago to lessen the risk and impact of this crime. As identity theft has evolved, so has the technology to detect it. Credit protection alone isn't enough. Companies such as **LifeLock** use up-to-the-minute methods to detect, alert, protect and, if necessary, help correct the harm caused by an identity theft.

I don't know about you, but I don't have the time, desire or the tech savvy to scour the more than 10,000 black market chat rooms detecting whether data that was hacked, phished or skimmed by a hi-tech device or criminal activity is being sold. If something happens to me like happened to Smith, Sachs, Calcutt, Bryan or Vigliotti, I'll have help getting my life back.

Denise Richardson is a consumer advocate and author of "Give Me Back My Credit!" A victim of identity theft, she became a certified identity theft risk management specialist, trained by The Institute of Fraud Risk Management, and is a member of the National Association of Consumer Advocates.

About LifeLock

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Citigroup Joins Sony, Epsilon, and Others in 2011 Data Breach List

According to [Reuters](#), Citigroup, the third largest U.S. bank, announced late Wednesday that the names, addresses, card account numbers, and emails of about 200,000 North American credit card holders had been exposed when computer hackers accessed Citigroup's network. The bank discovered the cyber attack in early May.

Citigroup stated that other personal information, including birth dates, Social Security numbers, card expiration dates, and card security codes, was not compromised in the attack, and that the company was notifying customers whose information was viewed.

The bank is now part of a large and growing group of organizations experiencing data breaches in 2011, including Sony, Epsilon, Google, the State of Texas, the New York Yankees, and Michael's Stores. In total, over 114 million records have been exposed in the first half of this year - that's nearly four times the number of records breached in all of 2010.¹

The breach experienced by Citigroup has initiated action by banking regulators to develop and adopt new regulations to enhance security. The Chairman of the FDIC, Sheila Bair, on Thursday suggested the FDIC may ask some banks to strengthen their authentication when a customer logs into an online account.

Currently many of the existing regulations concerning notifications occur at the state level. Despite the high number of recent successful cyber attacks, four states still have no legislation requiring companies to notify consumers of a data loss.²

LifeLock recommends taking the following actions if Citigroup notifies you that your information has been exposed:

- **Do not provide sensitive information in response to emails from Citigroup or Citibank.**

Even if an email looks legitimate, do not provide sensitive information like your credit card security code (the three digits on the back), or Social Security number to anyone claiming to be from Citigroup or Citibank. If you are asked to provide sensitive information, call Citibank back at a well-known and published number.

- **Change your password.**

To be on the safe side, change your Citibank online account password.

- **Check your credit card statement daily.**

Review the online statement for the credit card you have from Citibank. If you see suspicious activity, notify Citibank immediately.

Relax. You're a LifeLock Member.

If you're a LifeLock identity theft protection member, you have peace of mind knowing our identity theft protection experts are working around the clock to keep you safe. Should we detect the misuse of your personal information, we'll alert you, and if necessary, take steps to help your recovery.

Not a LifeLock identity theft protection member? [Learn more about how LifeLock works.](#)

¹ <http://datalosdb.org/reports>

² http://datalosdb.org/us_states

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Nevada Attorney General to Host Advanced, Two-Day Identity Theft Training for Law Enforcement June 22 & 23



Tempe, Ariz. — During **National Internet Safety Month**, LifeLock, the industry leader in 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 on June 22 & 23, 2011. Hosted by the **Nevada Office of Attorney General**, the free summit will provide local, regional, and statewide 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. This summit marks the fourth hosted by the Nevada Attorney General Catherine Cortez Masto since February 2009 (Las Vegas twice, Reno).

With June designated as National Internet Safety month, instructors will highlight online vulnerabilities that consumers face every day when logging on to the Internet. From the abuse of Wi-Fi hacking to the dangers of peer-to-peer networks, attendees will be provided an in-depth look at how identity thieves are using technology to commit the crime.

"This summit provides law enforcement officers throughout Nevada and other states the opportunity to come together and share and learn new techniques to aid in the prevention of identity theft." said Catherine Cortez Masto, Nevada Attorney General.

According to the **Federal Trade Commission (FTC)**, Nevada is ranked sixth in the nation in identity theft complaints filed to the agency in 2010. In addition, the FTC shows the Reno metropolitan area ranking 91st in the nation with the most identity theft complaints per capita.

The two-day, advanced 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 Advanced Two-Day Identity Theft Summit in Reno, NV:

- The Reno two-day summit will be held from 8:00 a.m. to 4:00 p.m. on Wednesday, **June 22** and Thursday, **June 23** at **Regional Public Safety Training Center**, 5190. Spectrum Boulevard, Reno, Nevada 86512.

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 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 &

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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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Reporting Identity Theft Can Pay Dividends



You can help protect yourself and the rest of the country from identity theft, an insidious crime that has silently crept up on unwitting consumers, government entities and privately owned businesses.

As millions of Americans fall victim to identity theft each year, they learn how time consuming it is to recover from such an incident. Often unsure of where to start, the frustrations can seem endless for consumers who seek the path to recovery.

For many law enforcement agencies, it can be just as frustrating. Few law enforcement officers have been offered courses specifically about identity theft, yet they are expected to know how to effectively and swiftly respond to victims seeking their help. In today's economy, police managers must prioritize their efforts, and generally focus on violent crimes.

Most consumers will automatically contact their banks or other financial institutions. Often, these institutions tell victims they don't need to report it to the police, because the bank will reimburse the losses and make them whole.

This, however, leaves the police at a great disadvantage. While the companies may make customers financially whole, it doesn't help protect the next victim; it merely lets thieves continue their activity undetected and unpunished, moving from one victim to the next. With each new caper, the crooks hone their skills and avoid arrest.

What the public may not know is that law enforcement agencies work together on a daily basis, sharing intelligence, photographs and crime trends in order to protect the public. That's why it's crucial to report incidents of identity theft, regardless of the lack of monetary damage. The same crimes are often committed by the same individuals. Therefore, the more law enforcement knows about crime in the area, the safer the community will be.

The good news is that in several arenas, the lack of education and the lack of reporting is changing. Websites, such as one by the Federal Trade Commission, provide victims with identity theft kits, containing step-by-step instructions. Many State Attorney General Websites provide guidance for victims. The laws, federal and local, are evolving and improving, referring directly to the crime of identity theft and offering stiffer penalties. Perhaps best of all, identity theft is now added to law enforcement's fraud curriculum nationwide.

As law enforcement and legislators work to reduce this crime, consumers must remain vigilant, protect their personal information, and permit American businesses to risk a reduction in customer service in exchange for an increase in customer security.

Identity theft is an invasive weed negatively affecting our nation in many ways. With \$54 billion in losses each year, the crime of identity theft is adding to our national debt.

It can start with behavior modification. Imagine if, the next time you went out to eat, you refused to hand your credit card to the server who then walks out of your field of vision. Imagine the intelligence that could be derived if Americans reported the crime of identity theft every time. If Americans work together to shine a light on identity thieves, we can reduce crime, help fix our economy and secure our country all at the same time. It's not only priceless, it's possible.

Further help can be found from a company such as LifeLock, online at www.lifelock.com. It uses up-to-the-minute methods to detect, alert, protect and, if necessary, help correct the harm caused by identity theft.

Ms. Frederick is an instructor for the FBI Law Enforcement Executive Development Association (LEEDA) and leads identity theft training seminars. With 19 years of law enforcement experience, she has spent her career focusing on fraud and identity theft cases.

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Understand Your Credit Identity with LifeLock Credit Score Manager

Tempe, Ariz. — The [New York Times](#) recently reported that "millions of consumers have fallen out of favor with the credit scoring gods" leaving many consumers wondering what their credit may look like. LifeLock, an industry leader in identity theft protection, has a solution for consumers that will take the surprise out of wondering about their personal credit identity - LifeLock [Credit Score Manager](#)[™].

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 for all three credit bureaus. Members will also have anytime online access to their scores and reports for all three credit bureaus.

"Credit can oftentimes be a complicated system to understand but knowing what is on your credit report and being able to manage your credit will provide you with the ability to make informed financial decisions," said Todd Davis, Chairman and CEO of LifeLock. "With LifeLock, we work relentlessly to provide real, working solutions to consumers that want to improve their credit identity and unlike many other companies, LifeLock does not sell the data of its members."

LifeLock Credit Score Manager[™] provides the following set of credit management features to clearly lay out a credit identity:

- Daily Tri-Bureau Credit Monitoring (Equifax, Experian, TransUnion)
- Monthly Credit Score Updates (TransUnion)
- Annual Tri-Bureau Credit Reports
- Annual Tri-Bureau Credit Scores
- 24/7 Credit Dispute Assistance

Because of events like credit bureau errors, high balances, or too many credit inquiries that can have a negative impact on a credit history, consumers can end up paying higher interest rates or be denied employment or credit. LifeLock Credit Score Manager[™] alerts members to these problems so that they know what lenders know and can make smart financial decisions.

For more than six years, LifeLock has been leading the way for consumers to help protect their identities from potential identity thieves. LifeLock Credit Score Manager[™] is not identity theft protection but a solution for consumers looking to understand their credit history. Identity theft protection solutions help to safeguard personal information from being used to open new credit, rent an apartment or finance a new car as examples. LifeLock's identity theft protection solution works relentlessly to help protect members from all of these threats and more.

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 & FTC-0001595

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 Offers 5 Stay-Smart Tips for National Internet Safety Month



Tempe, Ariz. — In accordance with a resolution passed by the United States Senate in June 2006, June is National Internet Safety Month, a time when parents are urged to speak with their children about the potential dangers and threats that lurk online. **LifeLock**, a leader in proactive identity theft protection, encourages parents to share the following information with their families in order to be safe when opening the front door of the internet:

Sharing Stops Here: What information needs to be shared on social media sites? Facebook and Twitter don't NEED to have your date of birth, your home address, your phone number or your email address listed. Help your family to understand that this information is OPTIONAL.

Music Maker: Where did all of the music on your child's mp3 player, iPod, iTunes, or iPad come from? Take a look at your child's music device and do the math. Did he/she pay for the 400 songs? If not, chances are the music was downloaded via a peer-to-peer file-sharing network. These networks - including but not limited to FrostWire, BearShare, Kazaa - not only allow sharing of music files but also can share the personal documents housed on your personal computer including but not limited to your electronic tax returns.

Perfect Passwords: Passwords should be simple enough to remember but complex enough to keep non-approved users out. Strong passwords include both uppercase and lowercase letters, numbers and symbols. An example of a strong password would be: T2dacadngaaa! To remember: The 2 dogs and cat do not get along at all!

Chit Chat: When chatting online, understand that the person you may be interacting with may not really be who they say they are. Do not share any information about yourself in a chat forum including your name, age, school, address or other information. If you want to chat with a friend, pick up the phone or meet in person.

Search for the "S" - When making purchases online, 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 personal information being entered is encrypted and can be transmitted safely from your computer to the end point.

According to the Federal Trade Commission's 2010 **Consumer Sentinel Report**, identity theft tops the list of consumer complaints for the 11th consecutive year. Identity theft complaints filed to the FTC in 2010 on behalf of young people 19 and under accounted for 8% of all identity theft complaints.

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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 identity 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.

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

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

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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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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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Protection 1 Aligns with LifeLock to Help Protect Consumers against Identity Theft

Tempe, Ariz. — Protection 1, the second largest electronic security company in the United States, is joining forces with LifeLock, Inc., the nation's premier provider of proactive identity theft protection, to extend the protection available to their customers.

The average out-of-pocket expense for victims of identity theft has increased 63 percent from \$387 per incident in 2009 to \$631 in 2010 according to a Javelin Strategy & Research 2011 Identity Fraud Survey Report.

"Identity theft cost Americans \$37 billion in 2010," said Protection 1 President and CEO Timothy J. Whall. "Similar to the home security industry, identity thieves prey on people who may not take some of the necessary steps to avoid theft. Yet, even the savviest consumers who take extra precautions can fall victim to cyber thieves or even less modern forms of identity theft like dumpster diving or a stolen wallet."

"Protection 1 believes in security beyond the home," he said. "We know that in this digital age, protecting your identity is a big concern. There were more than eight million victims of identity theft last year alone. This partnership with LifeLock is a natural extension of our brand and just another way we're fulfilling the security needs of modern consumers today."

"From account passwords to phone numbers and Social Security numbers, we are asked to share our personal information nearly every day," said Todd Davis, Chairman and CEO of LifeLock, Inc. "Each time we hand over these key pieces of our personal information, we increase our vulnerability to identity theft."

According to a recently released study conducted by Harris Interactive for LifeLock, examining U.S. consumers' awareness of and usage habits with regards to protecting their identity finds that identity theft victims who subscribed to an identity theft protection service (ITPS) reported spending less time and money resolving the issue than did victims who were not covered at the time of the incident.

"Identity theft can clearly cause headaches for its victims," Davis said. "And, while there are many things we can each do to help protect ourselves from being a victim, based on this survey, Identity Theft Protection Services can help to reduce the impact of identity fraud."

"We're constantly thinking of ways to make our customers safer," said Whall. "We recently launched Protection 1 HomeCore Solution which now includes LifeLock Identity Theft Protection with every system with the option to add additional family members - it's part of our commitment to deliver great solutions coupled with great service."

About Protection 1

Protection 1, the second largest electronic security company in the United States, provides installation, maintenance, and monitoring of single-family home security systems, business security systems and multifamily security systems. The company's relentless focus on customer service has resulted in the removal of their automated phone attendant, the introduction of the Tech TrackerSM service and the ability to provide same-day service in most cases. Protection 1 is also the nation's largest provider of wholesale monitoring services, through its CMS division, and the leading provider of multifamily security systems installation, maintenance and monitoring through its Network Multifamily division. Protection 1, which serves over one million customers and employs more than 2,500 people in more than 60 locations across the

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country, has a 95% Customer Satisfaction rating and an A+ Better Business Bureau Rating. For more information about Protection 1, visit www.Protection1.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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Colorado Law Enforcement Invited to Join in the Battle Against Identity Theft

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.

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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) is the only major

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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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Florida Law Enforcement Learn How to Help Take Down Identity Thieves

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Tempe, Ariz. — Identity theft continues to make headlines in Florida and around the United States as one of the nation's fastest growing crimes. Alarming, 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

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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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New York Stock Exchange to Host Identity Theft Training for Law Enforcement on August 16th

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"**.

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

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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).

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- 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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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 NCPCC can be a public safety expert for you or how to "Take A Bite Out of Crime®," visit www.ncpc.org.

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

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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

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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 Wins International Stevie® Award in Eighth Annual International Business Awards**

Tempe, Ariz. — LifeLock, the industry leader in identity theft protection, has won an International Stevie Award for Best Website - 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

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 The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The International Business Awards, and The International Business Awards. FTC-0001619

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.

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 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.

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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 1st and 2nd 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 4th** 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

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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 29th, 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 76th 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.

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Illinois Governor Quinn Declares September 25 – October 1 “Identity Theft Awareness Week”

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 10th in the nation for identity theft complaints filed and the Chicago metro area ranked 80th for identity theft complaints filed in 2010. As a result of these alarming figures, Illinois Governor [Pat Quinn](#) has declared the week of, September 25th to October 1st 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), 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 26th** 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 50th 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 27th 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 29th, the training shifts to Pittsburgh on the western side of the state. Currently, the FTC ranks Pennsylvania 14th for identity theft complaints, per capita. The training in Philadelphia marks the 75th 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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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) 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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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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The Buckeye State Law Enforcement Invited To Free Identity Theft Summit

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) 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.

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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 Thayle "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

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

Tempe, Ariz. — LifeLock, Inc. (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.

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.

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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 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.

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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.

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

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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](#).

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

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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.

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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](#).

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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.

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

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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.

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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**.

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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), 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) 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, 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 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.

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LifeLock, Inc. Names New Chief Technology Officer



Tempe, Ariz. — LifeLock, Inc. (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

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National Financial Wellness Month

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

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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), 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) and shred any unnecessary documents that contain

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your personal information.

About LifeLock

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

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) 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 or contact Paige Pedersen in the LifeLock Public Affairs Department at 480-457-2108 or paige@lifelock.com. The summits are 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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Consumers Can Take Control Of Their Identities

Industry leader offers increased consumer protection with new revolutionary services

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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), 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.

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Consumers interested in signing up for LifeLock or LifeLock Command Center can do so by visiting 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) 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 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 and

<http://blog.absolute.com>.

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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), 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

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About LifeLock

LifeLock, Inc. (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), 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®

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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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**Georgetown Savings Bank Helps Protect Customers From Identity Theft**

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 Balleto, 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.

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, or call 978.352.8600.

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 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

LifeLock, Inc. (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.

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 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.

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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), 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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LifeLock, FTC and 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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Tom Ridge Joins LifeLock Board of Directors

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



Tempe, Ariz. — LifeLock, Inc. (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.

About LifeLock

LifeLock, Inc. (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.