



[ITAC, THE IDENTITY THEFT ASSISTANCE CENTER](#), OPENS NEW FRONT IN WAR AGAINST IDENTITY THEFT WITH ONLINE FORUM

[ITAC Blog](#) to engage industry professionals in exchange of ideas

WASHINGTON, DC, March 10, 2009 – ITAC, the [Identity Theft Assistance Center](#) today announced the launch of its official blog, the [ITAC Blog](#) (www.itacidentityblog.com), which will serve as a news and information resource on fraud and identity theft and online forum for privacy and security experts, policymakers, academics and law enforcement.

“One of the greatest challenges to fighting identity theft is the lack of communication between professionals from different disciplines working on aspects of the same problem,” said Steve Bartlett, president and CEO of [The Financial Services Roundtable](#). “The ITAC model, which helps law enforcement prosecute identity crime by helping victims, shows the strength of working collaboratively to find solutions.”

ITAC’s new social media strategy includes the launch of a [Facebook Fan Page](#), [Linked-In Group](#), and [Twitter handle](#). The blog will post news about fraud and identity theft and feature podcasts and other feature stories from ITAC members, who are financial services security professionals, as well as professionals from other disciplines.

“With all the professionals, academics, information security and privacy experts and law enforcement, all collectively fighting to reduce the threat of fraud and identity theft, we realized that an online community was needed,” said Anne Wallace, President, ITAC. “By leveraging social media, professionals can share ideas and best practices, in real time. This blog will be the voice for everyone who dedicates their time and energy to stopping identity theft.”

About ITAC

[ITAC, the Identity Theft Assistance Center](#) (www.identitytheftassistance.org), is a nonprofit coalition of financial services companies united in our commitment to protect our customers from identity theft. A leading provider of identity assistance services through its [ITAC Sentinel®](#) brand (www.itacsentinel.com), ITAC protects all consumers through partnerships with law enforcement, education and identity management services. ITAC has helped more than 50,000 consumers recover from identity theft.