



IDENTITY THEFT ASSISTANCE CENTER REACHES 60,000 CONSUMER MILESTONE, LAUNCHES PREVENTION QUIZ WITH SIX-MONTHS FREE ID THEFT MONITORING

Law enforcement and regulators praise ITAC's leadership in education and victim assistance

WASHINGTON, DC, September 16, 2009—ITAC, the Identity Theft Assistance Center, today launched a site where consumers can learn how to protect themselves against identity theft. ITAC ID Protection www.itacidprotection.com is offering six months of free identity monitoring service to the first 1,500 consumers who take a quiz to test their knowledge of personal information safety.

The announcement will be made at a Capitol Hill reception recognizing ITAC's five years of leadership in the fight against identity theft. "Consumers who use ITAC's victim assistance agree to share the details of their case with the FTC's Consumer Sentinel Network, so that more than 1,700 law enforcement members can use it to investigate and prosecute identity crime. It's a great public/private partnership," said Federal Trade Commission Chairman Jon Leibowitz.

ITAC is provided as a free service to customers of the financial services companies that are ITAC members. "The financial services industry is committed to protecting consumers from identity fraud," said ITAC Chairman Robert Shiflet of Bank of America. "But when identity theft does happen, ITAC delivers expert help and peace of mind."

"Victim assistance is so important, especially when the case involves multiple fraudulent accounts, because it reduces the time and frustration victims experience trying to resolve the crime," said Susan Grant, Director of Consumer Protection, Consumer Federation of America.

ITAC advocates education as essential in combating identity theft. "ITAC is there to help consumers recover from identity theft but our goal is to keep consumers from being victimized in the first place," said ITAC President Anne Wallace. "It's impossible to overstate the importance of safeguarding your personal information to prevent identity theft."

ITAC has helped 60,000 consumers recover from identity theft since 2004. Anniversary sponsors include ITAC members Bank of America, Bank of the West, GE Money, HSBC – North America, Sun Trust and US Bank. Subscriptions to ITAC Sentinel® are contributed by ITAC partner Intersections Inc., a leading global provider of consumer and corporate identity risk management services. The ID Safety Quiz is

contributed by Javelin Research & Strategy, the leading provider of nationally-representative, quantitative research focused exclusively on financial services topics. A complimentary six months free ITAC Sentinel® identity monitoring is being offered to the first 1500 consumers who complete the quiz.

About ITAC

ITAC, the Identity Theft Assistance Center (www.identitytheftassistance.org), is a nonprofit coalition of 38 financial services who display the ITAC logo to demonstrate their commitment to protecting customers from identity theft. ITAC's victim assistance service – which has helped more than 60,000 consumers recover from identity theft – is available at no cost to the millions of consumers who have an account at an ITAC member company. A leading provider of identity protection services through its ITAC Sentinel® brand (www.itacsentinel.com), ITAC protects all consumers through partnerships with law enforcement, education and identity management services.

#

Contact :

Kate Ennis

(301) 580-6726

kate@enniscommunications.com