



OCTOBER IS CYBER SECURITY MONTH; ITAC JOINS THE NATIONAL CYBER SECURITY ALLIANCE IN URGING CONSUMERS TO STAY SAFE ONLINE

WASHINGTON, DC, October 2, 2009 - ITAC, the Identity Theft Assistance Center, is proud to endorse National Cyber Security Awareness Month in October and directs consumers to www.staysafeonline.org for helpful tools and information about protecting their personal information on the Internet.

“Fraudsters are always looking for ways to ‘trick’ you out of your personal information, often by using social engineering schemes, so October is a great month to keep online security top-of-mind,” said ITAC President Anne Wallace. “We’re happy to join the National Cyber Security Alliance in encouraging consumers to use the Internet safely and responsibly.”

“One of the best defenses in cyberspace is for all of us - consumers, business and law enforcement - to work together to stop fraud against both individuals and organizations,” said Leigh Williams, BITS President. BITS’ work includes promoting cyber security and reducing fraud losses associated with the online channel, including identity theft. BITS is a division within The Financial Services Roundtable, a CEO-driven trade association representing 100 of the largest integrated financial services companies in the U.S.

“The National Cyber Security Alliance is proud to count the Identity Theft Assistance Center as an important partner in spreading awareness about how people can stay safe and secure online,” said NCSA executive director Michael Kaiser. “The theme of NCSAM is *Our Shared Responsibility*. These types of public private partnerships are exactly what is needed to help educate the public.”

About ITAC

ITAC, the Identity Theft Assistance Center, is a nonprofit coalition of 38 financial services companies 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.

About NCSA

The National Cyber Security Alliance is a nonprofit organization. Through

collaboration with the government, corporate, non-profit and academic sectors, the mission of the NCSA is to empower a digital citizenry to use the Internet securely and safely protecting themselves, the networks they use, and the cyber infrastructure. NCSA works to create a culture of cyber security and safety through education and awareness activities, including National Cyber Security Awareness Month each October. Visit www.staysafeonline.org for more information.

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Contact :

Kate Ennis

(301) 580-6726

kate@enniscommunications.com