



## **INTERSECTIONS INC. TO INCLUDE IDENTITY THEFT ASSISTANCE CENTER VICTIM ASSISTANCE SERVICE IN IDENTITY GUARD® PRODUCTS**

**WASHINGTON, DC, April 13, 2010** – ITAC, the Identity Theft Assistance Center, and The Financial Services Roundtable announced that ITAC victim assistance is now part of IDENTITY GUARD®, a service of Intersections Inc., a leading provider of consumer and corporate identity risk management services that has protected over 30 million consumers.

“Now millions of consumers will have access to ITAC’s excellent victim assistance service as well as state-of-the-art identity protection tools,” said Steve Bartlett, Roundtable President & CEO.

“ITAC and its financial services member companies are committed to helping consumers prevent and recover from identity fraud,” said ITAC President Anne Wallace. “Building ITAC victim assistance into IDENTITY GUARD® brings us closer to our goal of making victim assistance available to all consumers.”

ITAC Victim Assistance, which provides electronic notification to all ITAC member companies alerting them to suspected fraud, will be available to IDENTITY GUARD® customers. IDENTITY GUARD® is rated “Best in Class” for Personal Information Monitoring Services in Javelin Strategy and Research's 2009 Consumer Identity Protection Services Scorecard for Identity Protection.

“While no one can guarantee identity theft prevention, consumers have come to rely on the IDENTITY GUARD® award winning services to assist them in their fight against identity theft and to help protect them from the latest threats. Now we are joining with ITAC to offer industry leading recovery services to our customers,” said Steve Schwartz, Executive Vice President, Intersections Inc.

### **[About ITAC](#)**

ITAC, the Identity Theft Assistance Center ([www.identitytheftassistance.org](http://www.identitytheftassistance.org)), is the national advocate for identity theft victims and a leading voice on identity policy. Millions of consumers have access to the ITAC victim assistance service through our members – the financial services companies who support ITAC and offer it as a free service for their customers. ITAC is dedicated to protecting all consumers through education, research and the criminal prosecution of identity crime.

### **[About Intersections](#)**

Intersections Inc. (NASDAQ: INTX) is a leading global provider of consumer and corporate identity risk management services. Its premier identity theft, privacy, and consumer

solutions are designed to provide high-value opportunities to its marketing partners, including leading financial institutions, Fortune 100 corporations, and other businesses. Intersections also markets full identity theft protection solutions under its brand, IDENTITY GUARD® ([www.identityguard.com](http://www.identityguard.com)). Intersections' consumer identity theft protection services have protected more than 30 million consumers.

To address the growing threat of corporate fraud, Intersections and its subsidiaries provide cutting-edge identity management solutions including security breach remediation; pre-employment background screening; and corporate brand protection.