



IDENTITY THEFT ASSISTANCE CENTER

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For Immediate Release

IDENTITY THEFT ASSISTANCE CENTER PRAISES TREASURY DEPARTMENT CONSUMER EDUCATION INITIATIVE

New DVD stresses prevention and offers guidance for victims

WASHINGTON, DC, January 26, 2006—The Identity Theft Assistance Center (ITAC) today praised the U.S. Department of the Treasury and Treasury Secretary John W. Snow for creating the DVD, “Identity Theft: Outsmarting the Crooks.” The DVD explains how consumers can protect themselves and detect possible identity theft, as well as advice on what to do if you’re a victim.

“The way to fight identity theft is with a partnership of public and private programs that involve consumer education, law enforcement and victim assistance,” said Stan Ommen, Chairman of the ITAC Board of Directors and President of State Farm Bank. “We applaud the Treasury Department and Secretary Snow for their leadership in addressing this terrible crime.”

The Identity Theft Assistance Center (ITAC) is a cooperative initiative of the financial services industry that provides a free victim assistance service for customers of member companies. ITAC walks the identity theft victim through his or her credit report to find suspicious activity, notifies the affected creditors, and places fraud alerts with the credit bureaus. ITAC also shares information with law enforcement and the Federal Trade Commission. ITAC is part of an ongoing effort by the financial services industry to address and reduce the human and economic consequences of fraud and identity theft.

More information is available at the Treasury Department’s [Identity Theft Resource Pages](#). Copies of “Identity Theft: Outsmarting the Crooks” are available through the Federal Citizen Information Center. Contact the FCIC at www.pueblo.gsa.gov , toll-free at 1-888-878-3256, or by writing to: FCIC -05B, PO

Box 100, Pueblo, CO 81002. The DVD is free, but there will be a modest handling and shipping charge. Supplies are limited. Order Number 635NN.

The Identity Theft Assistance Center (ITAC) (www.identitytheftassistance.org) is a cooperative initiative of the financial services industry that provides a free victim assistance service for customers of member companies. Part of the ongoing industry focus on combating fraud and identity theft, the ITAC opened in August 2004 and is run by the Identity Theft Assistance Corporation, a not-for-profit membership corporation sponsored by The Financial Services Roundtable and BITS.

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