



IDENTITY THEFT ASSISTANCE CENTER

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## **For Immediate Release**

### **EDWARD JONES JOINS IDENTITY THEFT ASSISTANCE CENTER**

**WASHINGTON, DC, March 22, 2007**— The St. Louis-based financial-services firm Edward Jones has joined the Identity Theft Assistance Center (ITAC), a membership organization created by the financial-services industry to provide free victim assistance to consumers and to help law enforcement catch and convict identity thieves.

“ITAC is a proven model of how consumers, industry and law enforcement can work together to address this serious crime,” said James D. Weddle, managing partner of Edward Jones. “We are proud to be a part of it and to offer this service to our clients.”

Edward Jones focuses on one client, the serious long-term individual investor from branch offices located in the communities where its clients live and work.

“Edward Jones' membership in ITAC is consistent with that focus because the firm is providing a free service that is enormously helpful to those who may be frightened or overwhelmed,” said Anne Wallace, executive director of the Identity Theft Assistance Corporation, which operates ITAC.

#### About ITAC

The Identity Theft Assistance Center (ITAC) ([www.identitytheftassistance.org](http://www.identitytheftassistance.org)) is a nonprofit organizations dedicated to fighting identity theft through victim assistance, research and law enforcement partnerships. ITAC has helped thousands of consumers restore their financial identities and is the leading source of verified data on identity theft crime. Recognized internationally for its innovative model, ITAC is sponsored by The Financial Services Roundtable and BITS as part of the financial services industry focus on combating fraud and identity theft.

#### About Edward Jones

Edward Jones provides financial services for individual investors in the United States and, through its affiliates, in Canada and the United Kingdom. Every aspect of the firm's

business, from the types of investment options offered to the location of branch offices, is designed to cater to individual investors in the communities in which they live and work. The firm's 10,000-plus investment representatives work directly with more than 7 million clients to understand their personal goals – from college savings to retirement – and create long-term investment strategies which emphasize a well-balanced portfolio and a buy-and-hold strategy. Edward Jones embraces the importance of building long-term, face-to-face relationships with clients, helping them to understand and make sense of the investment options available today.

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