

## TRUSTEDID® CEO OFFERS TEN EASY STEPS TO HELP CONSUMERS STOP IDENTITY THEFT

### *Noted Security Expert and Former ID Theft Victim Pens Prevention Primer Featuring Practical Strategies to Thwart the #1 Crime in America*

**San Francisco, Calif. – March 15, 2009** – Every two seconds, someone in the U.S. falls victim to identity theft. Identity thieves claim more than 10 million victims each year, making this the fastest growing crime in the country. With the right tools and safeguards in place, consumers can reduce their risk and not live in fear or suffer the often protracted consequences of becoming the next victim.

“Identity theft can be devastating, both emotionally and financially,” says Scott Mitic, CEO of [TrustedID®](#) and author of the new book, *Stopping Identity Theft: 10 Easy Steps to Security*. “The average victim spends 500 hours and more than \$5,000 to undo the damage caused by identity theft. It can take years to unravel the mess left behind.”

And Mitic should know. The author and his wife were victims of identity theft twice in a span of just two years. In the process of trying to reverse the damage, the couple realized there was no easy way for the average person to get back on track – no centralized source for help or information on how to correct the problem existed. Beyond that, they were also not convinced that the measures available at the time would actually prevent it from happening again. He launched TrustedID a year later in 2005.

“I was determined to save others from the nightmare my family endured,” Mitic recalls. “I wanted to help consumers understand what they could do to protect themselves and devise a system that would actually help stop identity theft before it happens.”

In his book, Mitic – now a noted identity security expert whose company is recognized by the [Identity Theft Resource Center](#) (ITRC) and financial guru Suze Orman® – aims to empower consumers by providing easy steps and practical strategies that can help people protect their most valuable asset – their identity. *Stopping Identity Theft: 10 Easy Steps to Security* is available now at all major bookstores, including [Barnes & Noble](#) and [Borders](#), as well as at [Amazon.com](#). An audio version is also available at [Audible.com](#) and [iTunes](#)

Written specifically with busy consumers in mind, *Stopping Identity Theft: 10 Easy Steps to Security* is an easy to understand primer that details simple safeguards that everyone can take to protect their personal information. A companion website, [StoppingIDTheft.org](#), provides additional information and up-to-date resources to educate consumers on the evolving risks and the prevention of identity theft, as well as where to go for help if you suspect you’ve been a victim.

Called “A must-have for anyone who doesn’t plan to spend the next 50 years living in a cave,” by John Ulzheimer, president of Consumer Education, Credit.com and CNBC Contributor, *Stopping Identity Theft: 10 Easy Steps to Security* sheds much-needed light on just how widespread the problem is – and how to prevent it.

Specifically, the book covers how to:

- Scrutinize a credit report
- Secure your online presence
- Spot scams
- Shop safely, both online and off
- Prevent medical identity theft
- Protect your identity when traveling
- Protect the identity of kids and elders
- Safeguard personal-but-public records

“Many people are shocked to know that their personal information resides in hundreds, if not thousands, of databases across the country – each time you fill out an online form or send in a business reply postcard or product warranty card that information is recorded,” Mitic says. “What’s worse, there are companies out there that are willing share and sell your information to others – and this is all in addition to the widely publicized security breaches at credit card companies and government agencies. The problem is great and the opportunities for ID theft are growing.”

A national expert on identity theft and consumer credit issues, Mitic is CEO of [TrustedID](http://www.TrustedID.com), where he leads the creation of innovative new solutions that work to help protect consumers against the most dangerous and costly forms of identity theft. Mitic has been featured in the Wall Street Journal, Fox News, CNBC, Inc Magazine, USA Today, TIME, NBC, Newsweek and the New York Times, among others. As a vice president at Fair Isaac’s consumer division, myFICO, Mitic helped millions of consumers to access and manage their FICO score, the gold-standard indicator of consumer credit worthiness. Mitic has also worked with The British Foreign Office in Hong Kong and Arthur Andersen, and he holds an MBA from Georgetown University and a BA in Political Science from McGill University. He writes a regular blog on identity theft at <http://blog.trustedid.com>.

*Stopping Identity Theft: 10 Easy Steps to Security* is published jointly by Nolo, the leading publisher of legal information for consumers, and USA TODAY, the nation’s largest circulation newspaper.

For more information, visit [www.TrustedID.com](http://www.TrustedID.com) or [www.nolo.com](http://www.nolo.com).

### **About TrustedID**

TrustedID delivers proactive identity theft protection solutions to help safeguard individuals, families, and businesses. With the industry’s most comprehensive platform of identity theft prevention solutions, TrustedID provides over a dozen forms of protection. TrustedID’s IDFreeze service includes access to our 24/7 On-Call Protection team and is backed by a \$1,000,000 warranty. The company’s latest innovation, Identity Threat Score, calculates an individual’s immediate risk of falling prey to identity theft and recommends immediate steps that can be taken to prevent it. These and other aspects of TrustedID’s protection are based on proprietary technology that dramatically reduces the likelihood of identity theft. TrustedID’s

Data Breach Solutions group serves businesses of all sizes with protection for data breaches, immediately safeguarding the identities of those directly affected.

TrustedID is a privately held company, with headquarters in Redwood City, California. For more information about our products and services visit our website at [www.trustedid.com](http://www.trustedid.com).

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