

Identity Theft. Solved.

August 19, 2009

TrustedID® Selects SentryBay® to Combat Social Networking Identity Theft and Help Stop Phishing

New Social Networking Identity Theft Solution Available to TrustedID Customers; Automatically Detects Scam Web Sites on the First Visit; Stops Nearly 100% of 'Zero-Day' Attacks

SAN FRANCISCO, Aug. 18 /PRNewswire/ -- TrustedID(R), the leading provider of identity theft prevention solutions in the U.S., announced today that it has selected SentryBay(R), the London-based leader in real-time Internet data security software, as its partner in the fight against social networking fraud and Internet data "phishers" by making SentryBay's PhishLock(TM) software available to TrustedID customers. The partnership makes TrustedID the first company to make PhishLock available to a mass consumer audience in the U.S.

SentryBay's solution detects fraudulent social networking and other websites on the first visit, warns users of the danger, and then automatically prevents them from entering confidential information on the site. This protection offers an additional layer to more than one dozen safeguards already included as part of TrustedID's personal identity theft prevention service.

"Scams related to social networks are one of the fastest growing methods used by thieves to steal consumers' valuable personal identification information and money," said Scott Mitic, CEO of TrustedID. "As part of our commitment to helping protect our customers from identity thieves wherever they may lurk - including social networks - we are excited to make a powerful, new solution available to all TrustedID customers."

Advanced Technology Prevents Consumers from Taking the Bait

SentryBay's software identifies a broad range of scam sites the very first time they are loaded - before other computer security software typically can even identify an attack. When a scam site is detected, SentryBay's software not only warns the user, but also prevents them from entering personal data on the suspect site. This software works to prevent identity theft through social networks, as well as providing strong, effective protection against traditional "phishing" attacks. These attacks, common in recent years, are often perpetrated by tricking an individual into visiting a website and providing personal financial information.

The new SentryBay software is fully integrated with the TrustedID's IDFreeze(R) product and runs in the browser as an add-in for "always-on" protection to prevent nearly 100% of social networking and traditional "zero-day" phishing attacks.

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"SentryBay's solution is the first to specifically protect users from this growing threat of social network identity theft and phishing," said SentryBay CEO David Waterson. "We are very pleased to partner with TrustedID to help protect their customers with this effective, proactive and user-friendly answer to an important consumer need."

Powerful Protection against New Forms of Social Network Crimes

As methods of identity theft continue to proliferate, one fast-growing area of concern is social networks. Links common in "status updates" on the likes of Facebook, LinkedIn and others often use shortened URLs or links to video websites. These links are difficult for users to verify and, when presented by identity thieves, create fast paths to scam sites. Additionally, phishing attacks, once largely focused on financial institutions, are now also targeting social network sites. As identity thieves have discovered how to exploit social networks for financial gain, the value of a username and password for a social networking site has grown exponentially.

In one common recent scam, an identity thief gains access to an individual's social network account through a scam website or by tricking the individual into downloading malicious software, which subsequently allows the thief to steal user name and password information from the victim's computer. The thief then logs into the victim's social networking account and sends a message to friends describing an urgent need for money as the result of a medical emergency. The thief provides difficult-to-trace bank account information, hoping that before the initial victim realizes the account has been taken over, others will have responded to the plea generously. With TrustedID's new solution in place, the victim would have been alerted to the initial scam site and prevented from downloading the malicious software that set the scam into motion.

For more information and to sign up for TrustedID, visit www.TrustedID.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 solution - rated 5 out of 5 stars by Javelin Research - 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.

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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

About SentryBay

SentryBay is a leader in internet data security software - its proactive, solutions offer unparalleled security in real-time preventing identity theft and theft of corporate data - reducing fraud costs, eliminating disruption to web services, while protecting brands and corporate reputations. SentryBay is a privately-held company headquartered in London with customers and partners spanning Asia-Pacific, the Middle East, USA and Europe. For more details please visit www.sentrybay.com

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