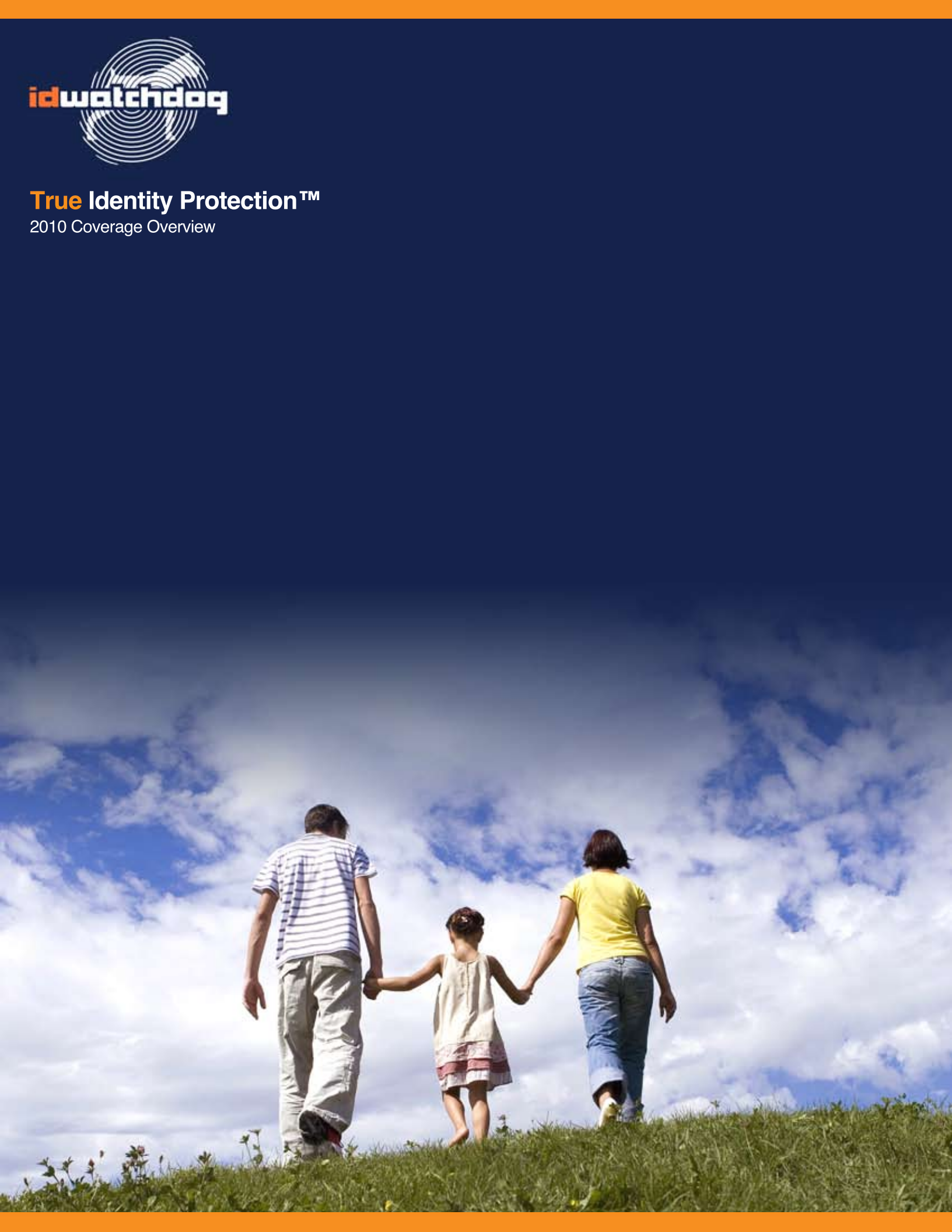




# True Identity Protection™

2010 Coverage Overview



## Identity Theft Protection Overview



### *What is the fastest-growing crime in America?*

If you said “identity theft,” you’re right.

#### **Facts:**

- More Americans will fall victim to identity theft this year than will suffer from heart attack, stroke, and cancer, combined.
- Only 20% of identity theft is credit-related. If you’re taking steps to protect your credit, you’re still 80% vulnerable.
- It frequently takes 6 months or more for victims of identity theft to learn of the crime. In the meantime, damage has been mounting.

ID Watchdog is the most comprehensive identity theft protection and resolution available. More than just credit monitoring, we protect from medical and criminal identity fraud as well as financial identity theft.

### *Our Motto is “Find it. Stop it. Fix it.”*

#### **Here’s how:**

- Your Identity Profile Report is compiled by culling information pulled from thousands of data sources, including public and private records and Social Security Administration files. This initial report allows you to see the names, address and phone numbers that are associated with your identity. Any information you don’t recognize could be a sign of identity theft. If there’s a problem, we can help.
- Patent-Pending Fraud-monitoring technology lets us give you easy-to read information. You don’t have to look through hundreds of records to identify a problem.
- Monthly reporting alerts you to any identity threats (new records since your last monitoring period), or notifies you that there has been no change in the last 30 days (your identity is safe).
- Full resolution services are included should your identity ever be compromised on our watch. ID Watchdog’s Certified Resolution Experts will work on your behalf to resolve issues, saving you time and money.



## Identity Theft Protection Rates

### Individual Plan

Retail \$19.95 per month

**\$7<sup>95</sup>**  
monthly

### Family Plan\*

Retail \$9.95 per month each additional family member

**\$14<sup>95</sup>**  
monthly

\* Family plan covers employee as well as spouse (or significant other) and up to five children under 24

At the end of the open enrollment period, ID Watchdog will contact you via email (if available), or by letter, with instructions on activating your account.

The activation process only takes about two minutes, and can be done online or over the phone with our customer service center.

If you're online, you will be able to view your Baseline Identity Profile report immediately. If you activate over the phone, we will mail your report within 48 hours.

For more information, go to: [www.idwatchdog.com](http://www.idwatchdog.com) or call: 1-800-970-5182