

NEWS RELEASE

For Immediate Release

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Online social networking sites become target for identity theft

Asurency offers global security in a challenging new media

Chaska, MN, July 13, 2009 – Social networking sites have easily become another avenue leading identity thieves to obtaining personal information. According to a new study from Carnegie Mellon University, social security numbers become easy to obtain with just an individual's date of birth and state information taken from their personal social networking sites.

"Social networking sites have become so comfortable that it is easy to post personal information. Those, who have yet to apply for credit, are becoming most at risk. Many times they won't find out their identity has been stolen for years until it's too late," says Dianne Cutter, CEO of Asurency. For example, the study found that those born after 1988 are even more at risk. In 1988, the Social Security Administration initiated the Enumeration at Birth program, through which babies received social security numbers soon after birth. With close to 82% of Generation Y participating in social networking today, the chance of their identity stolen via social networking is inevitable.

Those beginning to apply for credit cards and buy their first car realize too late that their credit may be ruined due to identity theft that was never discovered. "People don't even realize it since they are not checking their credit on a regular basis. It's a scary event when you finally come of age to apply for credit and you've been denied because someone has already stolen your identity," continues Cutter.

Asurency gives individuals and families the tools to continuously monitor their credit and most importantly ensure piece-of-mind. Cutter adds, "It allows people on an ongoing basis to know if anyone has stolen their information before its too late. If a person's identity is stolen, Asurency is there to handle the complete recovery process while the victim can go on with their life. A case manager will contact the member with weekly updates of progress."

The Asurency web site, www.Asurency.com offers information and tips for everyone so they can take steps to minimize their risk of identity theft. The new *Re: Asurency* blog, www.ReAsurency.com includes alerts about the latest identity theft scams, information about data breaches around the globe and how to protect individuals and families.

Asurency offers the most comprehensive identity theft services in the industry coupled with the exclusive Personal Records Vault. Asurency is "The Leader in Global Identity Protection" and is supported by Europ Assistance, a worldwide identity Resolution Service leader since 1982 with over 17 Million members, 36 call support centers and offices in over 200 countries. Learn more at Asurency.com.