

## NEWS RELEASE

For Immediate Release

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### Asurency: The New Benchmark in Identity Theft Protection

*New Entrant in US Offers Consumers Unmatched Value and Services*

Chaska, MN, April 30, 2009 – Asurency is officially available in the US and provides the most comprehensive Identity Theft Prevention, Protection and Resolution services in the industry. “As our tagline states, we are ‘The Leader in Global Identity Protection’ which means we provide 360 degrees of support to our members on a worldwide scale,” stated Dianne Cutter, CEO/President of Asurency, “and we know our services exceed our peers in the industry – not only in scope and depth of coverage but also in value, as our prices are unmatched.”

Asurency is supported by Europ Assistance USA which is part of a worldwide network of 17 Million members, 36 call/support centers and offices in over 200 countries. Asurency has partnered with other leaders in Identity Protection which include TrueCredit, Trans Union, Experian, Equifax and CSIdentity.

Other key facts about Asurency:

- Industry exclusive **Personal Records Vault** to protect personal information and documents
- Global **translation services** (20 languages) provided to members **24/7/365**
- Continuous **3-Bureau (Experian, TransUnion and Equifax) credit monitoring**
- **Unlimited** On-Demand access to all **3 credit reports and scores**

“The current economy coupled with consumers use and dependency on technology has created a ‘smart criminal’.” stated Cutter, “People need to know they have experts on their side that can help prevent their identity from being stolen and handle all aspects of recovery in the event they are a victim. No one in the industry can match Asurency’s expertise and experience.”

US Identity Theft facts are staggering (Javelin Strategy & Research study):

- **10 Million** ID Theft **Victims** in 2008 – up 22% from 2007 - **1 in 23** Adults were **victims**
- An Identity is **stolen** every **3 seconds**
- Identity Theft Victims **lost \$48 Billion** in 2008

Asurency Products: <http://www.asurency.com/identity-theft-products/compare-asurency.php>

Comparisons: <http://www.asurency.com/identity-theft-products/compare-competition.php>

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](http://Asurency.com).

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