

News Release

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Truston Announces Partnership with Identity Force to Provide Online Identity Theft Services
Truston's Unique Online ID Theft Recovery is Integrated in Identity Force's Member Dashboard

SANTA BARBARA, Calif. – February 26, 2008 – Truston, a provider of award-winning online services for identity theft protection, today announced that it has partnered with Identity Force to provide its customers with Truston's online identity theft recovery and prevention services.

As Truston's web-based platform is designed to be private-labeled by partners, the myTruston features will be offered through the Identity Force member dashboard and completely integrated for a seamless customer experience. Through the use of Truston's application programming interface, the myTruston service is embedded within the Identity Force website, taking on its look-and-feel and not requiring an additional user login.

"We are delighted to partner with Truston," says Steven Bearak, CEO of Identity Force. "Its powerful identity protection services are a great addition to our industry-leading suite of solutions. Truston made it remarkably easy to integrate with our existing web-based member dashboard—the rollout was fast and easy for us."

"It's an honor to be partnered with an industry leader like Identity Force," said Tom Fragala, CEO and founder at Truston. "Identity Force is the number one provider of identity theft and data breach services to the Federal Government and its best-of breed strategy and integrated member dashboard is a break-through approach. It is tailor-made for associations, enterprises and the employee benefits market, too. 2008 is an exciting year for both our companies and we look forward to helping Identity Force continue its impressive growth and success."

About Truston

Truston is dedicated to protecting people from identity theft and improving their credit without putting their personal information at risk. The company offers its services direct to consumers via its MyTruston service. Truston also has a white-label partner-ready web service for membership marketing companies, identity theft service providers, banks, and credit card companies. Truston's consumer direct service was awarded 4 stars from PC Magazine in 2007. The company was named a 2008 Hot Company winner by Silicon Valley Communications in January 2008 and identified as an industry leader by Javelin Strategy & Research in their December 2007 identity theft market report. For more information, visit www.mytruston.com.

About Identity Force

Identity Force delivers the strongest identity theft liability management solutions on the market. These solutions protect organizations, their employees, members, and customers from the financial and legal damage caused by data breaches and identity theft. Identity Force is the number one provider of identity theft protection services to the federal government, and is one of only three firms included in the GSA's Blanket Purchase Agreement to provide credit monitoring and fraud protection services to government agencies. Visit www.identityforce.com or call 1-877-IDFORCE to learn more.

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