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Debix Launches Channel Program for Consumer Identity Protection

LifeCare Offers Members Debix Identity Protection Service

AUSTIN, TX – December 4, 2006 – Debix, the Identity Protection Network, today announced a channel program for its flagship product, Debix Identity Protection, a consumer service that stops thieves from opening fraudulent credit accounts. The service can be offered standalone or can fit alongside credit monitoring and insurance services already offered by organizations. Debix Identity Protection is now available to millions of consumers through LifeCare[®], one of the largest employee-benefit companies in the United States.

“Debix Identity Protection is available for organizations interested in protecting their customers and employees from identity fraud,” said Bo Holland, CEO of Debix. “It is a valuable benefit that sets an organization apart from its competition. I am not surprised to see LifeCare leading the charge.”

About Debix Identity Protection

New accounts are the number one problem for victims of identity fraud. Debix' flagship service, Debix Identity Protection, is a patent-pending technology that stops identity thieves from taking out loans and credit cards using stolen personal information.



When a thief tries to open an account, the bank calls the consumer on their secure Debix phone number and the consumer presses the star key to stop the thief before the account is opened. Congress passed a law in 2003 providing this protection for consumers and Debix makes it more effective and convenient.

The secure Debix phone number enables the creditor to initiate a secure verification call via web service, browser, or telephone. Debix's secure voice server(s) contacts the consumer on a pre-registered phone(s), requests verification, and returns the response code to the creditor. It is easy, fast and it protects the consumer and the creditor from identity fraud.

Availability

Debix Identity Protection is available for creditors, financial institutions, and other organizations interested in offering strong identity protection to customers and employees. Debix Identity Protection is now available to consumers through LifeCare, Inc., one of the largest privately owned employee benefits organizations in the U.S., providing specialty care services to 4.5 million people.

About Debix Inc.

Founded by Bo Holland in 2004, Debix Inc. operates a patent-pending, telephone-based Identity Protection Network dedicated to protecting consumers and the organizations that serve them from identity fraud. The Identity Protection Network is based on the observation that the consumer knows whether an application is legitimate or not, and a phone call from the organization to the consumer stops identity fraud. Debix transactions require a registered phone and PIN to complete, making personal information useless to thieves. Debix distributes its services primarily through creditors and financial institutions. The company is headquartered in Austin, Texas and privately funded. The web site is www.debix.com.

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