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**Debix to Offer 800,000 UCLA Victims Three Years of Identity Theft Protection
for \$99**

New Trend: Fraudsters “hold” stolen identities for at least 12 months, waiting for consumers to let their guard down

AUSTIN, TX – December 12, 2006 – Debix, the Identity Protection Network, today announced that it will offer Identity Protection Services for three years to the victims of the UCLA security breach for \$99. Details of the offer are available at <http://www.debix.com/UCLA>

University breaches are common and make up 43% of the 90 million consumer breaches to date according to AARP.

“Debix is innovative in offering three years of service. Criminals sit on stolen identities for at least one year after consumers have been notified. The latest trend is for criminals to sell the information for higher dollar amounts based on the age of the stolen identity – just like fine wine, the older the stolen identity is, the higher the price – a 3 year unused stolen identity can go for upwards of \$100, where fresh identities (recently stolen) are sold for \$10 each.” said Ira Haynes, Retired Veteran Law Enforcement Officer.

“As a former University of Texas at Austin McComb’s business school professor as well as BBA and MBA graduate, I was extremely disappointed and surprised that the university was so vulnerable to hackers. I chose Debix to protect me, after learning that my personal information was stolen earlier this year. Unlike



traditional credit monitoring services that only notify you when your credit has already been compromised, Debix calls me when a creditor is trying to open a new account in my name. I can stop new accounts not initiated by me immediately! Debix helps prevent identity fraud, instead of simply *reacting to it.*”
Aruni Gunasegaram, CEO of Babble Soft.

Victims of the UCLA breach can enroll at <http://www.debix.com/UCLA> for three years of service at special discounted pricing of \$99.

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 <http://www.debix.com>.

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