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## **Debix Partners with Law Enforcement to Fight Identity Theft Crime**

LooksTooGoodToBeTrue.com Website

Educates Consumers to Avoid Internet Fraud

**AUSTIN, TX – January 23, 2007** – Debix, the Identity Protection Network, today announced a sponsorship with Looks Too Good To Be True.com, a website funded by the United States Postal Inspection Service and the Federal Bureau of Investigation to educate consumers and help them from becoming victims of Internet fraud schemes. Key partners include the National White Collar Crime Center, Monster.com, Target and members of the Merchants Risk Council. Donna Gregory, Supervisor for the FBI at the Internet Crime Complaint Center (IC3) states "With the proliferation of sophisticated online scams, we, along with our partners recognize that prevention is our best weapon. Lookstoogoodtobetrue.com was launched in October 2005 and has truly been a cooperative and successful effort to raise consumer awareness to the presence and variety of these scams. We strive to partner with others who can assist in this education and prevention endeavor."

Debix was invited to be a sponsor because of its industry expertise and regular contribution to the web site and as an advisor and author of new content. Debix has contributed new research on the Fraud Alert System and recent Internet scams including skimming, dumpster diving and re-shipping. All alerts can be found at <http://www.lookstoogoodtobetrue.com/alert.aspx>.

Debix adds a key piece to LooksTooGoodToBeTrue.com by enabling consumers to proactively stop identity fraud by using a phone and pin number.



### **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.

### **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](http://www.debix.com).

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