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Debix Selected to Serve on Identity Theft Prevention and Identity Management Standards Panel (IDSP)

Founded by The American National Standards Institute (ANSI) and
the Better Business Bureau (BBB)

AUSTIN, TX – January 31, 2007 – Debix, the Identity Protection Network, today announced Debix has been selected to serve on The American National Standards Institute (ANSI) and the Better Business Bureau (BBB) committee to help define national standards for identity theft prevention. The committee, named the Identity Theft Prevention and Identity Management Standards Panel (IDSP), is a new cross-sector, market-wide initiative to substantively advance marketplace mechanisms to minimize identity theft and fraud.

Joining ANSI and BBB in this effort are nine leading corporations who each have committed a sizable sponsorship to underwrite the initial costs of the Panel. These nine Founding Partners are: AT&T, Citi, ChoicePoint, Dell Inc., Intersections Inc., Microsoft, Staples, Inc., TransUnion and Visa U.S.A. More information can be found at www.ansi.org/idsp.

"ANSI is pleased that Debix has joined in this effort to conduct a coordinated assessment of the standards and best practices currently available in the market, or that may need to be developed, to address identity theft prevention effectively," commented Jim McCabe, ANSI director of consumer relations and IDSP.



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 theft.

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 theft. 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 theft. 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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