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## IDENTITY THEFT RESOURCE CENTER SELECTS DEBIX TO HELP PROTECT IDENTIFY THEFT VICTIMS

**AUSTIN, Texas – March 6, 2007** – Debix today announced it has been selected by the Identity Theft Resource Center (ITRC), a national nonprofit organization, to help protect consumers from identify theft by offering a proactive solution. ITRC provides services to hundreds of victims per month.

The information explosion, aided by an era of easy credit, has led to the expansion of identify theft, making it more difficult for consumers to control who has access to sensitive information. According to a 2006 Javelin Identity Fraud Report, identity theft cost U.S. businesses and consumers \$56.6 billion in 2005.

The ITRC is providing consumers free access to the Debix Identity Protection for consumers who have fallen victim to identity theft. Debix Identity Protection is a patent-pending technology that helps to stop identity thieves from taking out loans and credit cards using stolen personal information.

“Studies show that every minute nearly 20 people fall victim to financial identify theft, damaging their credit in the process,” said Jay Foley, founder of the Identity Theft Resource Center. “We are responding by offering the Debix Identity Protection because of its ability to help stop fraud before it occurs. It is a simple solution for a complicated problem. We call it the instant credit safeguard.”

“The Identity Theft Resource Center is the definitive resource to address identity theft,” said Julie Fergerson, vice president of Emerging Technology for Debix and founder of the Merchant Risk Council. “I am honored that Debix has been selected by the ITRC.”



### **About the Identity Theft Resource Center**

The Identity Theft Resource Center is a national nonprofit organization focusing exclusively on identity theft, specializing in victim assistance, and serving as a resource of identity theft information. ITRC was founded in December 1999 by Linda and Jay Foley. While its national office is based in San Diego, CA, ITRC has representatives working with its program throughout the United States. Today, ITRC is one of the major elements in the war against this crime. The website is [www.idtheftcenter.org](http://www.idtheftcenter.org).

### **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. It is easy, fast and it protects the consumer and the creditor from identity fraud. 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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