

MEDIA ALERT



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Debix's Julie Ferguson Speaks at IAPP Practical Privacy Series on Data Breaches

Panel of Experts Focus on Execution of Incident Response Programs

Austin, TX – June 11, 2008 – Debix (www.Debix.com), the nation's leader in proven identity theft protection, today announced Julie Ferguson, VP of Emerging Technologies, will speak at the IAPP (International Association of Privacy Professionals) Practical Privacy Series: Data Breach 2008. Ferguson will co-present from 1:30 p.m. to 2:30 p.m. on Monday, June 16, 2008 at the Graduate Center, CUNY in New York City with fellow panelists Doron Rotman, Managing Director, KPMG and Harry Valetk, Corporate Privacy Director, MetLife. IAPP speakers will examine the logistics of identity theft response programs as well as the handling of specific recurring identity theft incidents. Ferguson is considered one of the industry's foremost Internet fraud experts with more than 25 years of web-specific experience. She will be available for media interviews following the event.

Ferguson's security industry contributions reinforce her commitment to helping consumers and businesses alike, fight and reduce the risk of identity theft. Ferguson currently serves as a board member for the Identity Theft Resource Center (ITRC), providing support and expertise to the non-profit's programs. The ITRC is the number one recommended support agency by the Federal Bureau of Investigation and FTC to identity theft victims because of its best-in-class victim assistance at no charge to consumers throughout the United States.

In addition, Ferguson is involved with the Merchant Risk Council (MRC). She has been a board member since helping establish the group in 2002, and served as co-chairman for four years. Consisting of 7,500 members, the MRC is dedicated to protecting and encouraging online commerce by establishing best practices for cyber-fraud prevention. Working with federal and local law enforcement agencies such as the Internet Crime Complaint Center (IC3), FBI, Secret Service, the U.S Department of Justice, and the U.S. Postal Inspectors, the MRC helps catch and prosecute cyber criminals.

Additional information about the IAPP Practical Privacy series is available at https://www.privacyassociation.org/index.php?option=com_content&task=view&id=1494&Itemid=138.

About Debix Inc.

Debix Inc. operates the first national Identity Protection Network dedicated to protecting consumers, and the organizations that serve them, from identity theft. The Debix Network is the only identity protection solution that proactively stops identity theft at the moment it is attempted. Backed by exclusive, patent-pending technology, the Debix Network brings consumers together with financial institutions, state and local governments, and law enforcement to catch identity thieves in the act. With its "zero-tolerance" approach to prosecuting the crime of identity theft, Debix's mission is to eradicate the problem altogether. Led by the nation's most experienced identity

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protection experts, Debix is continuously working on the development of innovative new technology and services to protect consumers. The company is partnering with a wide range of national organizations, including the Identity Theft Resource Center, Merchant Risk Council, American National Standards Institute and the Better Business Bureau, to develop programs and solutions to improve identity theft protection services. To date, more than 35 state and local governments have joined the Debix Network to provide protection service to their citizens. The company is headquartered in Austin, Texas and privately funded. For more information, visit www.Debix.com or call 888-DebixMe (332-4963).

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