



Media Contact:

Craig Corica | [A&R Edelman](mailto:ccorica@ar-edelman.com) | 650-762-2917 | ccorica@ar-edelman.com

New Identity Protection Service from Debix Protects Families with Children for as Little as \$10 per Person per Year

Debix Technology Delivers New Price Threshold for US Consumers

AUSTIN, Texas – July 30, 2008 – Debix (www.Debix.com) today announced a new identity protection service for families with children for as little as \$10 per person per year. Family plans range from \$48 to \$144 per year. Additionally, individuals can now buy one year of identity protection for \$24 directly at www.debix.com. With this announcement, Debix technology delivers a new price threshold for U.S. consumers, offering the next generation in identity protection for a dramatically reduced price, compared to first generation identity protection prices of \$100 or more per year.

“Since day one, consumers and privacy experts told us they shouldn’t have to pay \$100 a year to protect their identity,” said Bo Holland, Founder and CEO of Debix. “Four years and 400,000 customers later, our technology and scale has enabled us to make identity protection affordable for everyone.”

Debix’s approach to stopping identity theft is efficient and inexpensive because of its electronic network. The network operates on the premise that while a thief can convince an institution that he is you, the thief cannot convince you that he is you. Debix has proven that when institutions ask permission before using an identity, the fraud stops. To accomplish this, Debix provides a secure and automated phone call requesting authorization and the consumer provides the intelligence on whether or not the transaction is legitimate.

Experience:

The best way to understand how Debix works is to take one minute and experience an Instant Authorization test drive at http://www.debix.com/prevent_identity_theft.php. Please have a phone standing by to answer.

See:

Watch the current activity in the Debix network at <http://debixeventmap.com/>. See how Debix OnCall Investigators protect customers during an actual attack at <http://www.debix.com/video.php>.

Proof:

In the past 10 months, Debix stopped more than 1,400 identity theft attacks. See the latest statistics at http://www.debix.com/customer_map.php.

Debix has the numbers to prove it works having recently completed the largest identity theft study ever published. The study included more than 259,000 customers who were recent victims of data breaches and analyzed more than 30,000 live credit applications submitted to banks over a 90-day period. Debix stopped 380 reported attempts of identity theft and there were no successful attacks. Read the full research report at <http://www.debix.com/research/index.php>

Pricing and Availability

Available now at www.debix.com, individuals in the U.S. can buy Debix Identity Protection for \$24 per year and families can buy Debix for as little as \$10 per person per year. Small families with one adult and up to four children living in the same household costs \$48 per year. Medium-sized families with up to three adults and up to four children cost \$72 per year. Large families with up to five adults and ten children cost \$144 per year.

About The Debix Identity Protection Network

The Debix Identity Protection Network, available at www.Debix.com, is the first and only identity protection solution that stops identity theft in the act and works with banks and law enforcement to pursue criminals. Backed by exclusive, patent-pending technology, the Debix Network brings together consumers, financial institutions and local law enforcement to protect a person's identity by stopping identity thieves in the act and pursuing them while the trail is still hot.

With Debix, consumers are empowered to authorize new credit accounts in their name – prior to the account being opened – through a phone call and use of their unique, secure PIN. If the request is an attempt to commit fraud, the consumer presses the star key on their phone to prevent the account from being opened, and is instantly transferred to an OnCall Investigator. The OnCall investigator works with the financial institution and engages local law enforcement to pursue the thief. Debix is the only service that is with the consumer during an attack and can prove it works.

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. 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 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 for consumers and data breach solutions for organizations. 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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