



LOS ANGELES POLICE PROTECTIVE LEAGUE

PRESS RELEASE

Contact: Eric Rose (805) 624-0572
Jude Schneider (310) 854-8251

LAPPL Unveils New Identity Protection Service from Debix

Los Angeles, January 22, 2009 – The Los Angeles Police Protective League announced that it has partnered with Debix to provide identity theft protection to Los Angeles Police Officers.

“Identity theft is a major threat to the financial well being of all residents and police officers are even more in danger due to the risk of criminals targeting them for retaliation. Debix provides comprehensive protection for both officers and their families. Debix was selected after a nationwide search,” said Paul M. Weber, President of the Los Angeles Police Protective League.

The LAPPL is believed to be the first law enforcement organization to partner with an identity theft protection provider. The Debix Identity Protection Network™ will help LAPD officers stop 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 legislation 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 authentication call to verify the new credit application.. Debix’s secure voice server(s) contacts the consumer on a pre-registered phone(s), requests authentication, and returns the response code to the creditor. It is easy, fast and it protects the consumer and the creditor from identity fraud.

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.

About the LAPPL

Formed in 1923, the Los Angeles Police Protective League (LAPPL) represents the more than 9,800 dedicated and professional sworn members of the Los Angeles Police Department. The LAPPL serves to advance the interests of LAPD officers through legislative and legal advocacy, political action and education. The LAPPL can be found on the Web at www.LAPD.com