

FOR IMMEDIATE RELEASE

Debix Selected by AlwaysOn as an AlwaysOn Global 250 Winner
Recognized for creating technology innovations for the Global Silicon Valley.

Austin, TX, July 19, 2010 – Debix, the technology leader in the consumer and corporate identity protection market, today announced that it has been chosen by AlwaysOn as one of the AlwaysOn Global 250 winners. Inclusion in the AlwaysOn Global 250 signifies leadership amongst its peers and game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players in the Global Silicon Valley. Debix was specially selected by the AlwaysOn editorial team and industry experts spanning the globe based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.

“After examining the companies that are on the AO Global 250 list, it’s obvious that innovation is not only alive and well in the Global Silicon Valley, it’s accelerating in economic power and scope.” says Tony Perkins, founder and editor of AlwaysOn. “The companies certainly represent some of the highest-growth opportunities in the private company marketplace.”

Debix has earned a reputation as the leader in providing safe, innovative, and highly effective identity protection for large organizations and consumers. The proprietary technology developed by Debix is called OnCall Credit Monitoring, which is a mobile voice application that delivers secure credit alerts to consumers by phone, not email, with specific and actionable information to stop identity theft. To date, Debix has protected over 800,000 consumers.

The AlwaysOn Global 250 winners were selected from among thousands of domestic and international technology companies nominated by investors, bankers, journalists, and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2010 list.

Debix and the AlwaysOn Global 250 companies will be honored at AlwaysOn’s eighth annual Summit at Stanford on July 27th, 2010, at the Frances C. Arrillaga Alumni Center at Stanford University in Palo Alto, CA.

A full list of all the AlwaysOn Global 250 winners can be found on the AlwaysOn website at: <http://www.aonetwork.com/AOStory/Announcing-2010-AlwaysOn-Global-250>.

About Debix

Debix Inc. is the technology leader in the consumer and corporate identity protection market. OnCall™ Credit Monitoring, the proprietary mobile voice application developed by Debix, makes identity protection simple and actionable for consumers, and 9 out of 10 privacy experts prefer Debix over ordinary credit monitoring. To date, Debix has protected over 800,000 consumers.

Debix also offers comprehensive Data Breach Solutions, enabling organizations to respond to a data breach event with speed and intelligence. Fortune 500 companies, leading government organizations, and universities work with Debix to protect their brands and their customers in the event of a data breach.

An experienced Management Team and renowned Advisory Board give Debix a strong advantage in

delivering exceptional identity fraud prevention solutions. Debix, headquartered in Austin, Texas, is privately funded.

About AlwaysOn

AlwaysOn is the leading business media brand networking the Global Silicon Valley. AlwaysOn helped ignite the social media revolution in early 2003 when it launched the AlwaysOn network. In 2004, it became the first media brand to socially network its online readers and event attendees. AlwaysOn's preeminent executive event series includes the Summit at Stanford, OnMedia, OnHollywood, Venture Summit Mid-Atlantic, OnDemand, Venture Summit Silicon Valley, Venture Summit East, GoingGreen Silicon Valley, and GoingGreen East. The AlwaysOn network and live event series continue to lead the industry by empowering its readers, event participants, sponsors, and advertisers like no other media brand.

CONTACT:

Debix

Kirsten Matetich

kirsten.matetich@debix.com

646.873.0777

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