

What makes LifeLock different, makes us better.

What sets LifeLock apart? Glad you asked. Today's identity thieves are smarter and more sophisticated. From hacking into financial databases to using credit card skimmers, personal information is more at risk than ever before.

But LifeLock is one step ahead. LifeLock offers a level of protection and member service no one else can. We created the proactive identity theft protection category in 2005, and have been innovating to protect our members ever since.



Why LifeLock?

A Trusted Name. LifeLock has been the nation's leading identity theft protection provider since 2005. In 2010, LifeLock was named as the fastest-growing security company.¹ Today, LifeLock is the most trusted brand in the market and is the preferred choice among consumers.

The Highest Security Standards. Protecting personal information is our number one priority. LifeLock secures data to ISO 27001 standards and is compliant with Payment Card Industry Data Security Standard (PCI-DSS). We also utilize services such as VeriSign and TRUSTe.

The Leader In Innovation. LifeLock was the first identity theft protection company to leverage predictive fraud technologies and the first to provide protection for children. The innovation doesn't stop there—LifeLock is working hard on the next generation of identity theft protection products.

Member Services. If an employee's identity is compromised, a live LifeLock Member Services Agent is available 24/7 to help your employee restore their good name and answer any questions. All LifeLock resolution specialists are specially trained and have earned their Certified Identity Theft Risk Management Specialist designation from the Institute of Financial Education.

No Other Service Even Comes Close. Since creating the proactive identity theft protection category in 2005, few competitors have appeared. As an example, Pre-Paid Legal offers Identity Theft ShieldSM. While many differences exist, the most important one is that LifeLock uses proactive, proprietary technology to help protect members from identity theft BEFORE it happens—and backs it up with \$1 Million Total Service Guarantee*.

\$1 Million Total Service Guarantee.* If you become a victim of identity theft while you are a LifeLock member because of some failure or defect in our service, we will spend up to \$1 million to hire experts, lawyers, investigators, consultants and whoever else it takes to help your recovery.



Contact your benefits provider.

Source 1: INC. Magazine, 2010.

*Restrictions apply. See www.LifeLock.com for details. Due to New York State law restrictions, the LifeLock \$1 Million Total Service Guarantee cannot be offered to residents of New York.