



Identity theft company powers up with two new hires, board appointment

Austin, Texas-based CSIdentity adds trio of executives

(Oct. 9, 2008) AUSTIN, Texas – As identity theft continues to grow and criminals become more sophisticated in their efforts to victimize consumers and businesses, leading identity theft protection company CSIdentity is powering up its staff to fight back. Today CSIdentity announced the hiring of two new vice presidents. Michael Bruemmer joins CSIdentity as vice president of sales and Nancy Regent Shields has been appointed vice president of marketing and client services. CSIdentity has also added Robert McFarland to its board of directors.

“In the past year we have seen monumental growth as consumers and businesses have realized the importance of having identity theft protection. To continue on this path we are bringing in three veteran professionals with the skill sets we need to continue growing and developing our customer base,” CSIdentity Chairman Bill Morrow said. “It is a true testament of our company and our team members that we are able to attract these high-level executives. This is an exciting time in CSIdentity’s history.”

McFarland adds an experienced and knowledgeable information and technology (IT) professional to CSIdentity’s board of directors. He was nominated by President George W. Bush to serve as assistant secretary for IT in the U.S. Department of Veterans Affairs in 2003 and was confirmed by the U.S. Senate in January 2004. In this role, he served as the department’s chief information officer, advising the Secretary of Veterans Affairs on all matters pertaining to IT systems acquisition and management. His background will aid CSIdentity in its efforts to expand its government client base. McFarland’s IT career also includes executive experience at Dell, Cerplex Group and AST Research Inc.

At CSIdentity Bruemmer will manage and strategically lead the company’s consumer and business sales teams. He is tasked with increasing the number of people CSIdentity protects from identity theft — currently more than one million people are protected by CSIdentity’s suite of products. In addition, he will push CSIdentity’s products further into the bank and retail sectors to capitalize on the company’s current experience in these markets and its recent endorsement by the Texas Bankers Association.

Bruemmer joins CSIdentity from Lenovo, one of the world’s largest makers of personal computers. As the company’s senior vice president, he ran a sales organization of more than

175 people and accounted for revenues of \$2.7 billion. Prior to Lenovo he held several leadership roles at Dell, PepsiCo and Oscar Mayer.

Shields, a marketing and customer retention veteran, will be responsible for CSIdentity's marketing, messaging, product placement and client services. She joins CSIdentity from the Greater Austin Chamber of Commerce where she served as senior vice president of investor relations since March 2007. Her 20 years of experience also include executive positions at Hoover's Inc., where she was part of the executive team that grew the company from \$48 million in revenue to a successful sale to Dun & Bradstreet for \$117 million in 2004, as well as Garden.com and Cox Interactive Media.

About CSIdentity

CSIdentity is the technology leader in providing identity theft protection services to the American public. The Austin, Texas-based company offers a comprehensive suite of business and personal security solutions targeting all aspects of identity theft. Its business and government clients include leading entities such as the U.S. Department of Homeland Security, Security Service Federal Credit Union, San Antonio Christian Schools, Seton Family of Hospitals and Association Member Benefits Advisors. CSIdentity's comprehensive Security Suite provides the industry's strongest protection solutions, including identity validation, comprehensive background screenings, identity theft protection for employees and customers, and data breach management. More information about CSIdentity can be found at www.CSIdentity.com.

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