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Identity Force Unveils New Tool to Help People Measure Their Risk of Being Identity Theft Victims

IDF Identity Score™ is Free to All Consumers in the United States

Framingham, MA (February 24, 2010) – Identity Force, a leader in identity theft prevention services, announced today that it has introduced a new tool that helps individuals assess their risk of being identity theft victims. The IDF Identity Score™ is not a credit score, rather it is a unique 3-digit number that gives people insight into whether their personal identifying information is being used fraudulently.

Identity Force is providing its new IDF Identity Score service free of charge to all consumers in the United States. Anyone with a valid Social Security Number can visit Identity Force's secure Web site at www.identityforce.com/freeidscore to instantly receive their risk analysis.

“The IDF Identity Score is a far more potent indicator of fraud than a credit score,” explained Identity Force CEO Steven Bearak. “Credit scores are used by creditors to predict the likelihood that someone will pay back a loan. The IDF Identity Score and gives you real-time, actionable insight into the security of your identity.”

IDF Identity Scores range from 001 to 999, with the low scores representing low risk and the high scores representing high risk. Identity Force utilizes the same technology that a majority of the top US financial institutions and wireless providers use to defend against identity fraud and theft. Each Identity Score inquiry is funneled through a cross-industry compilation of data consisting of more than 360 billion identity attributes and the largest identity fraud database in the US.

“We encourage everyone to take advantage of our new, free service. The most effective way to stay ahead of identity thieves is to be vigilant,” said Bearak.

Anyone interested in learning more about Identity Force's award-winning services can visit www.identityforce.com.

About Identity Force

Identity Force is a leading provider of complete, 360° proactive identity theft protection for individuals, businesses and government agencies. Identity Force was launched in 2005 as a response to the dramatic increase in identity theft crimes in the United States. A division of Bearak Reports, Inc. which was founded in 1992, Identity Force draws on broad, deep expertise in information verification services for its complete, proven approach to identity theft protection. For more information about Identity Force, call 1-877-IDFORCE or visit www.identityforce.com.

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