

Farmers® Launches Farmers Identity Shieldsm w/ Identity Resolution Services Powered by Identity Theft 911®

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Identity Theft 911, an industry leader in identity management, identity theft education and resolution services, announced today its collaboration with Farmers, the nation's third-largest Personal Lines Property & Casualty insurance group. Farmers' newly launched Farmers Identity Shieldsm is powered by Identity Theft 911's fraud advocacy services.

"We are thrilled to work with Farmers, which has the vision, size and scope to offer this much needed product to such a wide audience," said Identity Theft 911 CEO Sheryl Christenson. "With Farmers Identity Shieldsm, Farmers has taken the time and effort to develop a comprehensive package to address the identity theft nightmare, which has the potential to benefit millions of U.S. households."

Identity Theft 911 provides a personal advocate to assist policyholders, one-on-one, through all of the challenges of identity theft restoration. The company's 24/7 resolution service is designed expressly to reduce the time, stress, financial impact and other costs suffered by identity theft victims, and to simplify the process for all involved.

"In Identity Theft 911, we searched for and found a service provider that delivers professional, white-glove advocacy service that is at the top of its class," said Paul Hopkins, CEO of Farmers Group, Inc.

In addition to aiding policyholders who suspect they have fallen victim to identity theft, this suite of services includes assistance in replacing a family's critical

identification documents that are lost, stolen, damaged, or destroyed as well as providing guidance at times in a family's life when they are more vulnerable to identity theft such as when they are traveling, moving, facing a military deployment or if there has been a death of a spouse. The services also place a special focus on a family's minor children who are becoming identity theft victims in increasing numbers.

"With Farmers Identity Shieldsm, we have equipped our policyholder households with a broad range of tools to help detect and defend against identity theft," said Alex Tsetsenekos, Director of Product Development for Farmers Home Product Management. "However, we know that there is no way to fully eliminate the risk so we provide supporting coverage & limits, and, if an identity theft does occur, we know we have a premier advocate service in place to work with our policyholders one on one during the identity restoration process."

About Identity Theft 911

Identity Theft 911 is an industry leader in Identity Management, providing innovative, enterprise-level fraud solutions and consumer education to Fortune 500 companies, many of America's largest insurance companies and corporate benefit providers, and a wide spectrum of financial institutions, colleges, and universities. More than 11 million households are enrolled in Identity Theft 911's comprehensive identity management programs. For more information, please visit www.identitytheft911.com.