

Edentify and LifeLock Unite to Protect Children's Identities

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BETHLEHEM, Pa.--(BUSINESS WIRE)--Edentify, Inc. (OTCBB: [EDFY - News](#)), a leading provider of identity management and data analysis solutions, has partnered with LifeLock to help protect and manage the identities of children.

LifeLock, the industry leader in the field of identity theft protection, will use Edentify's IDAlert(TM) product to continuously monitor and detect information related to a specific child's identity, which allows Edentify to notify LifeLock when an owner's identity has been compromised. The agreement also allows for the option to extend the product offering to its adult customers.

"Child identity theft has not traditionally been as thoroughly tracked as has adult identity theft," says Terrence DeFranco, Edentify's Chief Executive Officer. "Typically, the crime is first recognized when children become older and apply for checking or credit cards and student loans. The objective of our partnership with LifeLock is to help rectify this problem as early as possible."

LifeLock offers the nation's only identity theft prevention service for children under 16. LifeLock's child protection plan checks credit reports, places fraud alerts on credit reports as necessary, and checks for work history or misuse of social security numbers. LifeLock charges only \$25 annually to protect the identity of its minor clients.

"The child protection plan we offer is an important element of our overall service, and our partnership with Edentify will allow us to strengthen and enhance that program," said LifeLock CEO Todd Davis. "Children are the forgotten victims of this crime and parents must do a better job of committing to protecting their financial future. Partnered with Edentify, there isn't another program available that can provide the overall protection we can."

About Edentify

Edentify, Inc. (www.edentify.us) was formed in August 2004 with the objective of becoming the leading organization in the field of developing and deploying data analysis technology solutions for preventing identity theft and fraud. It is currently a later-stage development company and expects shortly to begin a period of increased growth. Edentify will seek to fulfill its goals by analyzing the means by which identity crimes are perpetrated, and through the development of new technologies and procedures to assist corporations, the government, and consumers in the fight against identity fraud and related crime.

About LifeLock

LifeLock (www.lifelock.com) helps consumers to render their personal information useless to thieves, backing up its service with a one million-dollar service guarantee. Famous for its CEO giving out his Social Security Number in advertising and national press, the company is experiencing astounding growth. Located in a secure facility in Tempe, Arizona, LifeLock is a private company backed by Kleiner Perkins Caufield and Byers as well as Bessemer Venture Partners. The company recently won an American Business Award for the Best Radio Advertising Campaign and was a finalist for 10 other awards, including Best New Company and Best New Product/Service.

Forward-Looking Statement Disclaimer

This press release may contain forward-looking statements that are made pursuant to the safe-harbor provisions of the Private Securities Litigation Reform Act of 1995. Statements of future goals and similar statements reflecting other than historical facts constitute forward-looking statements. These forward-looking statements involve a number of risks and uncertainties, which are described in

Eidentify's filings with the Securities and Exchange Commission. The actual results may differ materially from any forward-looking statements due to such risks and uncertainties. Eidentify undertakes no obligation to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.