



PRSR STD
U.S. POSTAGE
PAID
LIFELOCK

An identity theft
occurs every **12 minutes**.¹

(Our members are protected.)

¹ Source: Average based on identity fraud information from Javelin Strategy & Research. "2011 Identity Fraud Survey Report." February 2011

A. Gain Sample
8003 Franklin Farms Dr
Suite 200
Richmond, VA 23229
XXXXXXXXXXXXXXXXXXXXXXXXXX

Get LifeLock® Identity Theft Protection Service.

It's FREE*, for 30 days!

*If you don't cancel your membership within the 30-day free period, you will be charged \$10/month or \$110/year as you continue your membership. May be cancelled by calling LifeLock at 1-800-543-3562.

Dear <A. Gain Sample>,

It's sad to say, but identity theft continues to affect millions of Americans each year. In fact, last year in the United States alone, 2.6 million individuals¹ had new accounts opened in their names.

Many of these people suffered more than just the loss of their credit ratings, hard-earned money and reputations. They wasted valuable time – spending countless hours on the phone (and on hold) with credit card companies, mortgage companies, retail stores and many others – trying to restore all that was taken away.

If they had been LifeLock members, their lives may have been different.

While no one can prevent all identity theft, LifeLock protects against many of the most serious types of identity theft.² Once you sign up for LifeLock and your FREE* 30 days, our identity theft protection service is there to watch over your personal information and protect against people using it. In fact, our LifeLock Identity Alert® technology is so advanced and effective, we notify you whenever we detect your personal information is being used to apply for credit or services within our extensive network.²

Just think about it.
If you become an identity theft victim, you could lose so much:

- Your cash flow, while you try to make things whole again
- Your credit rating, which you've worked a lifetime to build
- Your peace of mind and time, spending hours on the phone and weeks waiting for new forms of identification

How sure are we that LifeLock will protect you? Here's our simple promise:

We'll work 24/7 to protect your identity while you're a LifeLock member. But if an identity theft occurs 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 necessary to help your recovery. (Restrictions apply. See LifeLock.com for details.³)

On the other hand, with 30 days of FREE* membership – and just \$10 a month after that – you have every reason to try LifeLock today!

I can assure you that the moment your membership begins, our proactive defense system will protect you from the stress and cost of identity theft.

It's easy to take advantage of this special offer. Whether you feel more comfortable calling us at **1-877-500-5118** or signing up online at **LifeLock.com** – we're ready to assist you. Most importantly, we're always here to protect your vital information, your peace of mind and your reputation. **Please don't wait to activate the protection you deserve!**

Sincerely,



Todd Davis
CEO, LifeLock

P.S. Act by November 15, 2011! Call **1-877-500-5118** or visit **LifeLock.com** today to sign up for LifeLock Identity Theft Protection and you'll get 30 days FREE.* Be sure to use promo code **RELENTLESS31**.

Protect yourself today with LifeLock – it takes only minutes:

CALL
1-877-500-5118

VISIT
LifeLock.com

USE PROMO CODE
RELENTLESS31

See reverse for 6 simple ways to safeguard your personal information.

¹Source: Javelin Strategy & Research. "2011 Identity Fraud Survey Report." February 2011

²Not all transactions are covered by the network and scope may vary.

³Due to New York State law restrictions, the LifeLock \$1 Million Total Service Guarantee cannot be offered to the residents of New York.

Deter identity thieves by safeguarding your information

- 1 Shred financial documents** and paperwork with personal information before you discard them.
- 2 Protect your Social Security number.** Don't carry your Social Security card in your wallet or write your Social Security number on a check. Give it out only if absolutely necessary or ask to use another identifier.
- 3 Don't give out personal information** on the phone, through the mail or over the Internet unless you know who you are dealing with. Avoid disclosing personal financial information when using public wireless connections.
- 4 Never click on links sent in unsolicited emails;** instead, type in a web address you know. Use firewalls, anti-spyware and anti-virus software to protect your home computer; keep them up-to-date. If you use peer-to-peer file sharing, check the settings to make sure you're not sharing other sensitive private files. Visit OnGuardOnline.gov for more information.
- 5 Don't use an obvious password** like your birth date, your mother's maiden name or the last four digits of your Social Security number.
- 6 Keep your personal information in a secure place** at home, especially if you have roommates, employ outside help or are having work done in your house.

Try LifeLock® Identity Theft Protection Service **FREE*** for 30 days!

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May be cancelled by calling LifeLock at 1-800-543-3562.

Protect yourself today with LifeLock — it takes only minutes:

CALL
1-877-500-5118

VISIT
LifeLock.com

USE PROMO CODE
RELENTLESS31



Check out what our members have to say...



CASE FILE: 3672-86

Michele C.
LifeLock member since 2009



“LifeLock saved me twice within the first five months of my enrollment.”



CASE FILE: 2157-49

Gene Z.
LifeLock member since 2009



“LifeLock’s protection has made me feel very safe about my identity – two incidents later and no damage.”

For additional member stories, visit LifeLock.com.

Protect yourself today with LifeLock:

CALL
1-877-500-5118

VISIT
LifeLock.com

USE PROMO CODE
RELENTLESS31

 **LifeLock**[®]
Relentlessly Protecting Your Identity™