

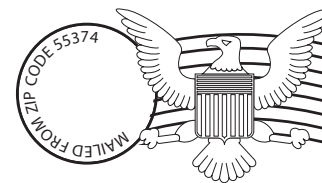
0160-X3E0

Office of the CEO, LifeLock  
60 E. Rio Salado Parkway, Suite 400  
Tempe, AZ 85281

**EXPRESS**



**DELIVERY**



**PRSRT STD**  
U.S. POSTAGE  
**PAID**  
LIFELOCK

1.125 h x 4.5w  
L = 0.875 B = 0.5



Office of the CEO  
60 E. Rio Salado Parkway, Suite 400  
Tempe, AZ 85281

## Membership Activation Notice

Toll-Free Activation Hotline:  
**1-877-502-6309** Or enroll at [lifelock.com](http://lifelock.com)

**NEW-MEMBER OFFER:**  
Protect your identity **FREE\*** for **60 days**  
when you activate before the deadline.  
Your unique Offer Code: EDSD

**This offer expires: November 15, 2010**

\*At the end of the 60-day free period your card will be billed automatically (\$10 monthly / \$110 annually) unless you cancel within the 60-day period. You can cancel anytime without penalty by calling 1-800-LifeLock. Offer is for new LifeLock members only.

< First Name ><Last Name>

Most people only give a passing thought to identity theft. They shrug it off, thinking, “Oh, it’ll never happen to me!” But the fact of the matter is, identity theft is on the rise.<sup>1</sup> That’s why I want you to take 2 minutes — right now, before you set this letter aside — to consider some facts.

Before I go into details, I want to reassure you that you and your family are eligible for a LifeLock membership. When you’re ready to activate your membership – with America’s leader in proactive identity theft protection – simply call the Activation Hotline to become enrolled.

Now, here are the facts you need to know:

- Identity theft is the number one consumer complaint received by the FTC for the ninth straight year.<sup>2</sup>
- Over 11 million Americans fell victim to identity theft in 2009 — on average, that’s one identity stolen every three seconds.<sup>1</sup>
- Identity theft is a serious fraud, costing Americans over \$54,000,000,000 in 2009.<sup>1</sup>

< First Name ><Last Name>, I’m sure that you take precautions to protect your home, your car, and your family’s health. You’ve saved money; maybe you have a life insurance policy, too. Doesn’t it just make sense that you’d take measures to help protect your well-earned reputation...and your hard-earned dollars? *Yet every time you go to the bank, the grocery store, a restaurant, or shop online, you’re potentially opening yourself up to risk.* LifeLock Identity Alert™ System gives you early notification whenever we detect your personal information being used to apply for credit or services within our extensive network.

For a small investment – mere pocket change per day – your LifeLock membership entitles you to LifeLock Identity Alert™ System for early notification of potential misuse of your personal information, eRecon™ technology screening of over 10,000 black-market information exchange sites; WalletLock™ – which helps replace credit cards, driver’s licenses and other official documents if your wallet is ever lost or stolen and so much more. (Pictures, cash, and other monies are excluded. Member is responsible for all applicable fees charged by document issuing companies to replace lost or stolen documents.) See what our members have to say on the next page, and take the quick quiz to determine if you’re at risk.

I’m confident you’ll be pleased with our service, which is why I’m offering you 60 days of free\* membership and if you cancel within the first two months, you will owe nothing. What’s more, if you become a victim of identity theft while a member of LifeLock because of a failure in our service, we’ll help you fix it up to \$1,000,000. (Restrictions apply. See [lifelock.com](http://lifelock.com) for details.) Activate your LifeLock membership today by calling 1-877-502-6309.

Sincerely,

Todd Davis  
LifeLock CEO

P.S. I want to encourage you to accept and activate your membership with a **60-days FREE\*** invitation. Just call before November 15, 2010 and, if you’re unhappy with LifeLock for any reason within 60 days, you can cancel your membership and you will owe nothing. Please don’t delay! Just call toll-free 1-877-502-6309 or go online to [lifelock.com](http://lifelock.com).

<sup>1</sup> Source: Javelin Strategy & Research. “2010 Identity Fraud Survey Report.” February 2010.

<sup>2</sup> Source: Federal Trade Commission. “Consumer Sentinel Network Data Book for January - December 2009.” February 2010.

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Due to New York State law restrictions, the LifeLock Service Guarantee cannot be offered to the residents of New York.



### Sample A. Sample

Activate your LifeLock Membership TODAY!

Call toll-free 1-877-502-6309 or visit [lifelock.com](http://lifelock.com)

## QUICK QUIZ: IS LIFELOCK RIGHT FOR YOU?

YES NO

- Do you pay for most purchases using a credit or debit card?
- Have you ever misplaced your wallet?
- Do you shop on the Internet?
- Have any of your financial institutions suffered a data breach in the past 18 months?
- Have you ever disposed of, donated, or recycled an old computer?
- Are your personal files – including passports and tax returns – stored at home?
- Do you dispose of mail without shredding it?
- Is your mailbox unsecure or accessible to others besides your postal carrier?
- Do you own a laptop computer?
- Have you ever left your credit or debit card behind in a shop or restaurant?
- Do you travel more than twice a year?
- Are you using your home Internet service without an up-to-date firewall?

## REAL LIFELOCK MEMBERS SHARE THEIR STORIES

“I’ve been in law enforcement all my life. And I’ve taken every step possible to protect my identity. But it was stolen anyway. And if my identity was stolen, anybody’s can be stolen.”

— LIFELOCK MEMBER, MATTHEW DAUBERT



“Protecting your identity takes a lot of work. I mean it’s almost a full-time job. That’s where the benefit of LifeLock comes in.”

— LIFELOCK MEMBER, ISHANA WICZERZAK

“... I felt violated. My life was interrupted. Our holidays were interrupted. I had to replace all of my credit cards and checking accounts. It was really a tough time because we didn’t have that much money. So a couple of thousand bucks really hurt.”

— LIFELOCK MEMBER, GARY JOHNSON



“I was going to get my driving permit. They ran my Social Security number and it showed an existing license in my name. The DMV woman looked at us weird and my dad said, ‘That’s not good, someone’s probably got your identity.’ Turns out, my identity was stolen when I was 8 years old and I didn’t find out until I was 15.”

— LIFELOCK MEMBER, JASON BRIGGS

If you answered **YES** to three or more of the above questions, please call LifeLock at 1-877-502-6309 to become a member right away.

LRTEX-0910



## 60 Days FREE Certificate

**YES!** Please activate my LifeLock Membership to help protect my well-earned reputation – and hard-earned money. I understand that I can cancel within 60 days and owe nothing if I’m dissatisfied for any reason.\*

New Member: **Sample A. Sample**  
Special Offer: **FREE for 60 days** when you activate before the deadline!

Unique Offer Code: EDSD  
Offer Expires: November 15, 2010

Activate your Membership TODAY by calling 1-877-502-6309 or at [lifelock.com](http://lifelock.com)

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