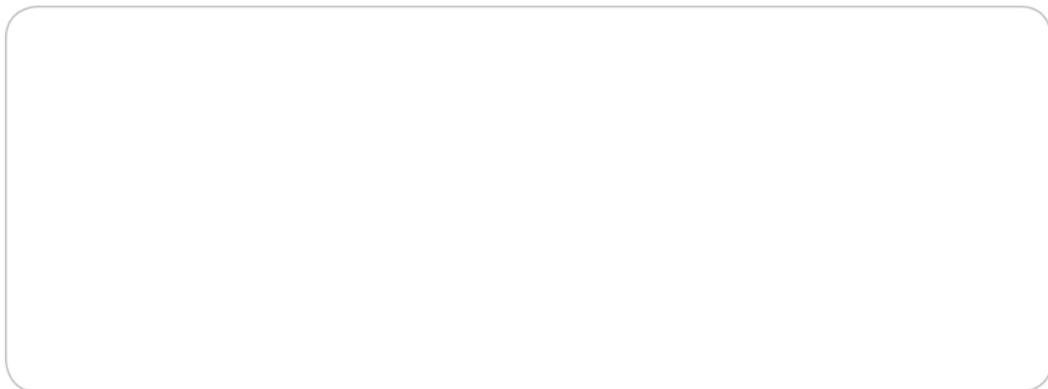




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U.S. POSTAGE
PAID
LIFELOCK



Identity theft? I don't think that'll happen to me.

(1 in every 28 Americans was a victim of identity theft in 2010.)

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2011 Identity Fraud Survey Report: Consumer Version

30-day FREE* trial exclusively for:

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

Exclusive new membership offer:
Get LifeLock® FREE* for 30 days
This offer ends May 31, 2011

Promotional code: **RELENTLESS19**

*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.

Most of us go through life thinking we're the last person that would ever have their identity stolen...

Dear <A. Gain Sample>,

With over 8 million Americans having fallen victim to identity theft in 2010 alone,¹ it's all too common to hear stories of how this crime has had a lasting and detrimental impact on people's lives. We just don't think it can happen to us. **That's why we're proud to bring you LifeLock Identity Theft Protection Services FREE* for 30 days.**

Here are some of our stories. And they are from people just like you.

 **CASE FILE: 3672-86**



Name: Justin Levi
Incident: "I got a call from a credit card company saying, 'We want to verify this application that you applied for.' I said, 'I don't know who you are. I never applied for anything.' That started about a six month nightmare. I said enough is enough and signed up for LifeLock..."
LifeLock member since 2009

 **CASE FILE: 8154-21**



Name: Michele Calamari
Incident: "Somebody got a copy of my driver's license and they went ahead and manufactured a bunch of false checks. They took them to a Wal-Mart and cashed checks that were approved. A very good friend of mine said I should sign up for LifeLock..."
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 **CASE FILE: 2157-49**



Name: Kristina Elliott
Incident: "I called LifeLock and said, 'This company is trying to get a hold of me, and they want to know why I have over \$1,000 that I owe them. I've never opened an account with them.' LifeLock was so incredible, they took care of everything..."
LifeLock member since 2009

These are real members who have allowed us to share their stories. If you would like to hear more details and additional member stories, visit our website at LifeLock.com.

Protect yourself and your family against identity theft with LifeLock today.

If you are looking out for your family, there's no easier way to protect vital personal information than to sign you and your family up for LifeLock today. It's an affordable way to protect your identity and that of your loved ones from online predators, scammers, credit card fraud and more. **But don't take our word for it, try LifeLock today FREE* for 30 days!**

Sincerely,



Todd Davis
CEO, LifeLock

If I knew it was this easy, I would have signed up months ago!

LifeLock Identity Theft Protection
Only \$10 a month

\$1 Million Total Service Guarantee²

If you become a victim of identity theft due to a failure in our service, we will spend up to \$1 million to hire experts, lawyers, investigators, consultants and whoever else necessary to help your recovery. Other restrictions apply. See LifeLock.com for details.

Call **1-877-536-35XX** or visit **LifeLock.com** today and you'll get our **30-day FREE* Trial**. Be sure to use promo code **RELENTLESS19** when signing up.

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

²Due to New York State law restrictions, the LifeLock \$1 Million Total Service Guarantee cannot be offered to the residents of New York.

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Promotional code: **RELENTLESS7**

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These are real members who have allowed us to share their stories. If you would like to hear more details and additional member stories, visit our website at LifeLock.com.

Protect yourself and your family against identity theft with LifeLock today.

Unfortunately, identity theft is a real threat every day. So don't wait around to become another statistic, start protecting your vital personal information today. It takes just minutes to sign up – and then you can leave the rest to us. **But don't take our word for it, try LifeLock today FREE* for 30 days!**

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

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60-day risk-free trial* exclusively for:

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

Exclusive new membership offer:

60-day risk-free trial*
This offer ends May 31, 2011

Promotional code: **RELENTLESS20**

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Call **1-877-536-40XX** or visit **LifeLock.com** today and you'll get our **60-day risk-free trial.*** Be sure to use promo code **RELENTLESS20** when signing up.

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

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Suite 200
Richmond, VA 23229
XXXXXXXXXXXXXXXXXXXXXXXXXX

Exclusive new membership offer:

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Promotional code: **RELENTLESS8**

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