

## **FOR IMMEDIATE RELEASE:**

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### **NATIONAL IDENTITY THEFT EXPERT MARI J. FRANK, ESQ. AUTHORS TWO BOOKS**

#### ***Safeguard Your Identity: Protect Yourself With A Personal Privacy Audit***

#### ***From Victim To Victor: A Step By Step Guide For Ending The Nightmare Of Identity Theft, With CD***

LAGUNA NIGUEL, CA (March 2005)—Identity theft costs corporations billions annually, but its effect on the average consumer is absolutely devastating and the cost of hard-earned savings, a good credit history, and an honest reputation is a huge price when this happens because of faulty information handling practices and greed.

#### **SECURITY BREACHES THREATEN ALL OF US**

In recent months, security breaches at ChoicePoint, Bank of America, and Lexis-Nexis threatened millions of unsuspecting consumers with the nightmare of identity theft. Bank of America announced that 1.2 million files containing sensitive financial information disappeared. Fraudsters may have accessed 500,000 files when ChoicePoint sold credit reports and Social Security numbers to bogus companies poised to steal and scam. Lexis Nexis announced that private data on 32,000 consumers was fraudulently acquired. Now the question isn't "if" you become a victim—it's when will it happen?

#### **PRIVACY EXPERT MARI FRANK PROVIDES PROVEN SOLUTIONS**

Author and attorney Mari J. Frank, Esq. gives solutions for the plight of the nearly 10 million Americans who become identity theft victims annually in her latest myth-buster book *Safeguard Your Identity: Protect Yourself with a Personal Privacy Audit* (Porpoise Press, U.S. \$15.95, 2005). Mari is also the author of *From Victim to Victor: A Step-by-Step Guide for Ending the Nightmare of Identity Theft with CD* (Porpoise Press, U.S. \$39.95, 2005). The "information age" we live in presents new risks that we must learn to deal with effectively to avoid financial ruin. An attorney, privacy expert, and former victim of identity theft herself, Mari Frank coaches everyone in her new books—from the most technically savvy corporate executives to those who prefer the pen to a PC—how they can protect their identity.

#### **TWO NEW BOOKS TO SAFEGUARD AND RESTORE YOUR GOOD NAME**

*Safeguard Your Identity: Protect Yourself with a Personal Privacy Audit* reveals:

- Time-tested techniques to guard yourself when you're vulnerable—at home, at work, on vacation, while shopping, in business or when using a computer
- Detailed actions to protect yourself as a result of massive security breaches and other privacy invasions
- Twenty crucial steps to reclaim your life and reputation if you are victimized
- Proactive and effective tools that will protect your most valuable asset—your identity

*"Drawing upon years of experience as an attorney and former identity theft victim, Mari Frank has written an easy to use guide to shield oneself from the growing scourge of identity theft and financial fraud crimes. If you wish to learn how to protect yourself and your family, Safeguard Your Identity should be an essential part of your privacy self-defense efforts." - Chris Hoofnagle, Assoc. Director, Electronic Privacy Information Center, Washington, DC*

*From Victim to Victor: a Step-by-Step Guide for Ending the Nightmare of Identity Theft* empowers you with:

- Easy to follow critical steps to protect your identity and regain it if stolen
- Simple to understand legal explanations of your rights and the proven actions necessary to defend yourself, your family, your workplace, or your business from exposure to fraud

- Attorney composed, pre-formatted letters (on CD) to write to protect and exert your rights without having the expense of hiring a lawyer
- Success techniques to resolve all issues to protect your privacy, reputation and good name

*“Ms. Frank’s testimony, educational programs, and her books have been invaluable to victims and policymakers alike. With this new edition of **From Victim To Victor: A Step-By-Step Guide For Ending The Nightmare Of Identity Theft with CD**, Mari once again provides an excellent guide to help victims of identity theft regain their good name and peace of mind.” - **United States Senator Dianne Feinstein***

#### **PASSIONATE EXPERT TO EMPOWER YOUR AUDIENCE**

Practicing attorney/mediator, and professional speaker, Mari Frank has thoroughly researched the legal issues of privacy and identity theft. She can answer your questions like what happens when mega-companies compile and sell your sensitive personal information, how someone can gain access to your private information, how you can determine if you’re targeted for identity theft, and how to successfully protect yourself from this epidemic.

#### **EXPERIENCED, ENERGETIC, MEDIA SAVY**

Attorney/author, Mari Frank has been featured extensively by the national media including **Dateline, 48 Hours, NBC and ABC Nightly News, Frontline, A&E’s Investigative Reports with Bill Curtis, Lifetime, Discovery Channel, The O’Reilly Factor, The New York Times, Washington Post, The Wall Street Journal, U.S. News and World Report, Your Money Magazine, Good Housekeeping, The Los Angeles Times, The Chicago Tribune, and over 250 radio shows.** In March 2005, she was the host of her own nationwide 90-minute PBS-Television Special **“Identity Theft: Protecting Yourself in the Information Age”**. Her two new books and the DVE of the show were the pledge gifts when the audience called in to financially support Public Television.

#### **VAST EXPERTISE AND CREDIBILITY**

As a Privacy and identity theft expert, Ms. Frank has testified before the California legislature, the U.S. Senate, the House of Representatives, and many other governmental agencies providing impetus for critical new privacy laws. In 1999 she was summoned to the White House to speak at a press conference (featured on CSPAN) with the President and Secretary of the Treasury concerning consumer financial privacy. Mari sits on the advisory board of the California Office of Privacy Protection and is a sheriff reserve. She provides consulting and training for governmental agencies and national corporations such as Office Depot, Merrill Lynch, American Express, Chase Bank, Fellowes Corporation, Motorola, Hartford Insurance, CPP North America, etc. She is a certified trainer for the State Bar of California for Continuing Legal Education, and teaches conflict management at the University of California.

For review copies of Mari Frank’s books and to schedule an exciting interview with this lively author, contact. Mari Frank is available nationwide by arrangement and in California. Visit [www.identitytheft.org](http://www.identitytheft.org) for more information.

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