

Fraud / Identity Theft Digest

News for 2008-08-06



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Credit Repair Kit For Dummies, 2nd Edition, Provides Answers for Surviving the Credit Crunch, Mortgage Crisis, and Unemployment

Latest edition features clear-cut directions on paying down debt, avoiding foreclosure and repossession, and getting your personal finances back in order.

Hoboken, NJ (PRWeb) August 6, 2008 - The rise in sub-prime foreclosures, credit card debt, and concern over tightening credit has left many consumers worried about their credit rating. For those looking for concise, straightforward guidance, the second edition of [Credit Repair Kit For Dummies](#)® (Wiley; 978-0-470-27673-0; August 2008), by Bankrate.com's Debt Adviser columnist Steve Bucci, gives readers the proper tools to navigate today's unforgiving credit environment. It features clear-cut directions on paying down debt, avoiding foreclosure and repossession, and getting your personal finances back in order. The book also explains how bad credit can keep you from a good job.

"Millions of Americans are facing harsh financial, employment and credit related challenges," says Bucci. "The second edition of my book has been updated just in time to provide a no-nonsense guide to help you through the credit crunch, mortgage meltdown and personal budget crisis we are facing in the United States in 2008."

Here are some of the issues and solutions addressed in the book:

Foreclosure - Saving a home from foreclosure requires quick and effective action. Bucci tell homeowners how to take effective action as soon as possible, communicate with lenders, and get help from experts. There are solutions available, but it is essential to know what to ask for.

Credit Crunch - Good credit has never been more important. Bad credit won't just cost you more in payments; it can deny you credit entirely, keep you from getting a job, a promotion, insurance, a decent apartment, and more. Twenty-five percent of all credit reports have errors. *Credit Repair Kit For Dummies, 2nd Edition*, will help you understand what is in your credit report, how your score is figured, and how to fix errors and polish your credit.

Bankruptcy - Since the 2005 bankruptcy law came onto the scene, it has been harder to get relief from creditors. Understanding the process is the first step to getting help. The book lays out the process in easy-to-understand terms and helps you decide if bankruptcy is right for you.

Counseling Choices - Getting the help you need can be confusing and daunting; picking the right agency that will help, not hurt, is very important. Bucci details what to look for and questions to ask, and outlines how to find non-profit status, third party accreditation, low/no fees and credit, foreclosure prevention, bankruptcy and reverse mortgage counselors.

In typical [For Dummies](#)® fashion, the book concludes with "The Part of Tens," including ten tips for avoiding identity theft or reducing its damage, ten ways to avoid foreclosure, and ten ways to maximize your credit. A helpful "Cheat Sheet" in the front of the book features information on the big three credit bureaus, tips on how to handle an overdue mortgage, and questions to ask a credit counselor. A bonus CD includes a bonus chapter on handling financial emergencies, sample credit reports, letters to creditors, banking institutions, credit bureau agencies, budgets, and identity theft letters.

About the Author

Steve Bucci is the President of Money Management International Financial Education Foundation and writes a nationally syndicated column for the financial mega-site Bankrate.com that is carried by the Scripps Howard News Service.

Credit Repair Kit For Dummies,[®] 2nd Edition

By Steve Bucci

ISBN: 978-0-470-27673-0 / \$24.99 U.S. / August 2008

For more plain-English information on money management, check out:

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NextAdvisor.com Launches Guide to Internet Security Software Providers

The Internet security software guide includes detailed reviews, rankings and comparisons of services that provide protection against spyware, adware, computer viruses, phishing attacks, email spam and identity theft.

(PRWEB) August 6, 2008 -- NextAdvisor.com, the trusted, independent source for comparing the most valuable Internet services, is launching a new [comparison of Internet security software providers](#). Internet security software combines tools that protect consumers and their personal computers from spyware, adware, computer viruses, phishing attacks and email spam.

"Keeping your PC secure requires way more than simple antivirus protection at this point," said NextAdvisor.com Vice President of Research Joe Fahrner. "Our goal in launching the Internet security software comparison on NextAdvisor.com is to educate consumers on the many risks that the Internet represents to their computers and their identities while also providing detailed information on how to prevent being victimized."

The comparison includes in-depth reviews of popular Internet security software from Identity Guard, CA, McAfee, ZoneAlarm, Trend Micro, Kaspersky, Norton and BitDefender. Many of these software tools also provide varying levels of online and offline identity theft protection in addition to protection against viruses, phishing attacks and spam,

"Our research has shown that most consumers don't recognize just how big of an identity theft risk the Internet can be," said Fahrner. "Our Internet security reviews and comparison is meant to empower consumers with information on how to protect themselves from the many risks that the Internet represents and how to select the internet security software that best suits each individual's or family's needs."

The [Internet security software comparison](#) is based off of hours of detailed analysis by the NextAdvisor.com editorial team. Each security software product was evaluated based off of the strength of it's anti-spyware, anti-adware, anti-virus, anti-phishing and spam protection as well as the identity theft protection tools it provides. Other factors including ease of use, download time and set up time were also weighed. Identity Guard Total Protection with ZoneAlarm, CA Internet Security Suite Plus 2008, McAfee Total Protection, ZoneAlarm Internet Security Suite, Trend Micro "PC-cillin" Internet Security 2008, Kaspersky Internet Security 2009, Norton Internet Security 2008 and BitDefender Total Security 2008 are all reviewed, rated and compared as part of the Internet security software comparison. While more products were tested by NextAdvisor.com's editorial team, these eight were determined to offer the best value to consumers.

The [Internet security software comparison](#) is available for free at http://www.nextadvisor.com/internet_security_software/index.php.

NextAdvisor.com will also be posting [Internet security software related news and guides](#) on the Internet security software section of its daily blog at <http://www.nextadvisor.com/blog/category/internet-security-software/>.

About NextAdvisor.com:

NextAdvisor.com is the trusted, independent source for comparing the most valuable consumer services. The company's mission is to help consumers save money and improve their lives by presenting them with useful

comparisons and reviews of service providers and a clear explanation of each service and how it works. The company currently reviews, compares and explains many different types of services including credit report and monitoring, identity theft protection, voice over IP, diet plans, DVD rental and movie download, online education, online tax preparation and online backup. Learn more at <http://www.nextadvisor.com>.

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Boston Inventor & Entrepreneur Files US Patent for Next Generation Information Security Technology Based on Artificial Intelligence (AI)

Noted inventor and entrepreneur, Ralph Rodriguez, today announced he has filed for United States patent protection of his method and apparatus for combining artificial intelligence (AI) concepts with event-driven security architectures and ideas. This patent is based on research he conducted during his tenure as a Research Fellow with the M.I.T. Media Lab. The research paper outlining the invention's scope and technology is also published and available today.

Boston, MA (PRWEB) August 6, 2008 -- Noted inventor and entrepreneur, Ralph Rodriguez, today announced he has filed for United States patent protection on his "method and apparatus for combining artificial intelligence (AI) concepts with event-driven security architectures and ideas." This patent is based on over 30 months of primary research in addition to his tenure as a Research Fellow with the Massachusetts Institute of Technology and research at M.I.T. Media Lab.

In addition to the patent filing, the Cambridge Institute of Applied Management has announced that this research paper has been published and is now available online at http://www.cioam.com/MIT_CambridgeInstitute_Rodriguez.html. The paper is titled "An investigation relating to a sub-field of AI (artificial intelligence) with event-driven security architecture and ideas from 'The Emotion Machine1'."

"Ralph's work has produced a groundbreaking approach to a very real problem, that is at least two generations beyond the security technology currently regarded as cutting edge," said Richard C. Putz, managing director and senior fellow with the Cambridge Institute of Applied Management. "His research and development mark a milestone in the field, and illustrate the extraordinary value that can be derived from applied innovation and managerial acumen. The Institute is very pleased to host his newly published paper."

About the Invention

The field of Mr. Rodriguez's invention will set the industry standard for identity management in global companies and government agencies, by preventing identity theft before it happens. The solution provides real-time authentication and authorization of digital identities using an artificial intelligence (AI) based architecture which include neural and semantic network based algorithms. It answers three critical aspects in the new paradigm of security management (1) Are you who you say you are? (2) Where will I allow you to go? (3) What will I allow you to do? These algorithms promote and demote users, in real-time, to provide a multi-factor, risk based authentication model.

"The current implementations of two-factor authentication known as 'strong authentication' are broken across multiple industries, including financial services, energy, healthcare and defense," said Mr. Rodriguez. "A utility patent was filed because this technology is both novel and unique because it addresses key aspects of security using artificial intelligence architectures to prevent fraud and identity theft. It is, literally, one more step toward making true thinking machines a reality."

About Ralph A. Rodriguez

Mr. Rodriguez is an ASP Research Fellow with the Massachusetts Institute of Technology and a Senior Fellow with the Cambridge Institute of Applied Management (CIOAM). He is an author, inventor (already holding several patents), sought-after speaker, and successful entrepreneur. Formerly the senior vice president of

technology research and practice director for the Technology Markets Group at Aberdeen Group, a leading Boston research and analysis firm, he led the company's research across the entire technology market. Research under his purview investigated the business strategies and technologies that drove operational excellence, productivity, flexibility, real-time enterprise and best-in-class technical leadership. His own interests include best practices and technologies in information security, wireless & mobility, outsourcing/off-shoring and managed services.

Ralph has amassed over 20 years of experience spanning management, IT and entrepreneurship in a variety of roles. From a strategic technical perspective, he was the chief technology officer of Brooks Automation's Enterprise Software Division, acquired by Applied Materials in 2007. Previous positions include executive vice president and chief information officer of eXcelon Corporation (formerly Object Design), which was the market leader in XML based business process management prior to its acquisition by Progress Software at the end of 2002, as well as vice president and chief information officer of C-bridge, a publicly traded, MIT-based company focused on service oriented architecture and business process management. Early in his career Rodriguez founded two companies: Invenio and NTA; and served as the Principal Strategy Consultant for Treacy & Company.

1 Marvin Minsky, *The Emotion Machine* (New York, NY: Simon & Schuster, 2006).

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ChoicePoint®'s MARI Introduces Enhanced Mortgage Fraud Tool: MARI Loan Fraud Alert Service Pro

The Mortgage Asset Research Institute (MARI), a ChoicePoint (NYSE: CPS) company, today announced the release of the MARI Loan Fraud Alert Service Pro (LFAS Pro). MARI LFAS Pro, with its patent pending technology, assists lenders in discovering fraudulent loan applications prior to funding through a combination of comparative loan application analysis and Identity Risk Management tools. Lenders will now have the ability to have a more comprehensive view of their loan portfolio, not previously available in the market. MARI's original LFAS is a comparative loan tool that helps uncover patterns of common mortgage fraud schemes during origination.

Reston, VA (PRWEB) August 4, 2008 -- The Mortgage Asset Research Institute (MARI), a ChoicePoint (NYSE: CPS) company, today announced the release of the MARI Loan Fraud Alert Service Pro (LFAS Pro). MARI LFAS Pro, with its patent pending technology, assists lenders in discovering fraudulent loan applications prior to funding through a combination of comparative loan application analysis and Identity Risk Management tools. Lenders will now have the ability to have a more comprehensive view of their loan portfolio, not previously available in the market.

MARI's original LFAS is a comparative loan tool that helps uncover patterns of common mortgage fraud schemes during origination. LFAS Pro takes that process one step further, providing valuable insight into both the identity of applicants and information about industry professionals that comprise the loan transaction, such as the mortgage broker, appraiser and closing attorney. LFAS combines the industry-leading MIDEX credentialing database with ChoicePoint's Identity Verification tools (widely used in the banking industry for account openings) and adds the advanced capabilities of a comparative analysis loan tool.

"We are extremely excited about LFAS Pro for lenders since many common fraud schemes such as chunking, flipping and multiple closings would be much more evident to lenders in pre-funding," said Tom Chmielewski, vice president, ChoicePoint Financial Services. "Lenders now have a tool that helps them ensure the loans they are about to make are not tainted by fraudulent activity and detect patterns indicative of fraud within their loan pipeline and other contributed lender pipelines."

MARI's enhanced [mortgage fraud solution](#) provides a single view into industry-contributed loan transactions through an intuitive user interface. The transparency provided by LFAS Pro helps identify hidden patterns of fraudulent loan schemes perpetrated by applicants, industry insiders and their co-conspirators. By helping identify risk at the earliest stages, lenders can improve overall loan quality, reducing loan processing costs and increasing loan profitability as a result.

LFAS Pro integrates several components of an effective Identity Risk Management program that help determine if a loan transaction may expose a lender to risk by combining services for:

- [Identity Verification](#): ChoicePoint's Identity Verification Service helps authenticate and verify the identity of a borrower, and determine if a borrower is using synthetic aliases or Social Security numbers.
- [Licensing Verification](#): The Mortgage Industry Data Exchange (MIDEX®) - the industry standard for

licensing and credentialing, and the only industry-contributed repository used for initial and ongoing verification and credentialing of professionals and companies - helps users quickly identify whether brokers, appraisers and realtors are appropriately licensed and if they have been licensed in a different profession or state.

- Professional Credentialing Verification: MIDEX can also help discover adverse activity, public disciplinary and other derogatory information about professional third parties.

"According to the Federal Bureau of Investigation based on existing investigations, a staggering 80 percent¹ of all reported mortgage fraud losses are committed by industry insiders," said Merle Sharick, vice president and national manager of business development for MARI. "The mortgage industry is going through a dramatic transformation, as standards are tightened and processes are changed, so must the tools that detect and prevent fraud. By incorporating a holistic solution like LFAS, lenders can ensure that the loans they make have less risk involved, which contributes to more predictable revenue in the long run."

About MARI Identity Risk Management Services

ChoicePoint and the Mortgage Asset Research Institute (MARI) provide Identity Risk Management services that help organizations in the mortgage industry know their customers, employees and vendors. These services aid in preventing several types of fraud unique to the mortgage industry, including fraud-for-profit, fraud-for-housing and identity fraud. ChoicePoint and MARI also provide tools to help conduct due diligence, credential vendors and even perform loss mitigation efforts. Learn more at www.marisolutions.com.

About ChoicePoint

ChoicePoint (NYSE: CPS) provides businesses, government agencies and non-profit organizations with technology, software, information and marketing services to help manage economic risks and identify business opportunities. Consumers have free access to the reports we create at ChoiceTrust.com. Learn what we do to protect consumer privacy by visiting PrivacyatChoicePoint.com and, for more information on our company, go to www.ChoicePoint.com.

ChoicePoint, the ChoicePoint logo and MIDEX are registered trademarks and MARI is a service mark of ChoicePoint Asset Company LLC.

1. Federal Bureau of Investigation, 'Financial Crimes Report to the Public Fiscal Year 2006', http://www.fbi.gov/publications/financial/fcs_report2006/financial_crime_2006.htm#Mortgage (25 Jul 2008).

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Priviam, Inc. Files Lawsuit Against Former CEO

Company seeks damages against its former CEO, Kelly Owen and his related entities, Owen Consulting LLC, a California limited liability corporation and Encryptakey, Inc., a Nevada corporation (collectively "Owen").

Irvine, CA (PRWEB) August 2, 2008 -- Priviam Inc., f/k/a Encryptakey, Inc., a New Jersey corporation (the "Company") announced today that it has filed a lawsuit (Orange County Superior Court, Central Justice Center, case number 30-2008-00109638) against its former CEO, Kelly Owen and his related entities, Owen Consulting LLC, a California limited liability corporation and Encryptakey, Inc., a Nevada corporation (collectively "Owen"). The complaint alleges the following:

- Breach of Fiduciary Duty
- Conversion of Monies
- Fraud -- Intentional Misrepresentation
- Fraud -- Concealment

The Company is seeking both compensatory and punitive damages from Owen along with declaratory relief. "We intend to pursue this matter vigorously for the benefit of the Company and its shareholders." stated Jack Musetti, president and CEO. Furthermore, the Company vehemently denies any rumors that this action against Owen or any other steps in this process now or in the future have been taken in order to raise any funds from the investing public. "My responsibility is to our shareholders. The facts will come out in this litigation and we firmly believe that judgment will be strongly in our favor." Musetti further stated.

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ImageDoc USA, Inc. Launches "Go Paperless!" Website

ImageDoc USA, Inc., a national leader in the document scanning industry, announced that its redesigned website can now be viewed online at <http://www.imagedocusa.com>. The site introduces a fresh, new corporate logo and branding initiative inviting businesses to "Go Paperless!" ImageDoc USA, headquartered in Northglenn, Colorado, focuses on digital conversion services and has created a reputation as a niche leader in the "paperless storage" industry.

Denver, CO (PRWEB) August 1, 2008 -- ImageDoc USA, Inc., a document scanning company located in Northglenn, Colorado, announced that its redesigned website can now be viewed online at <http://www.imagedocusa.com>. The site introduces a fresh, new corporate logo and marketing initiative inviting businesses to "Go Paperless!"

ImageDoc USA focuses on document scanning, or digital conversion services, and has built a solid reputation as a niche leader in the "paperless storage" industry. They hired Peak Creative Media, of Denver, Colorado, for the logo, branding and web creation.

Paper-laden businesses and organizations benefit from ImageDoc USA's document scanning service because use is not limited by industry, geographic location, language, or company size. Irreplaceable documents can be permanently and securely digitized in a non-proprietary, electronic format for convenient retrieval, controlled internal management, and government and industry compliance.

About ImageDoc USA, Inc.:

Founded in 1999, ImageDoc USA, Inc. is a privately-held, U.S. document scanning company offering enhanced, free benefits, such as document imaging certification, AAA NAID® Certified document shredding, an E&O insurance guarantee, and online back-up storage. The company has Clients in 39 states and regional sales offices in Nevada, New Jersey, and Minnesota. Their website is: <http://www.imagedocusa.com>

About Peak Creative Media:

Headquartered in Denver, Colorado, Peak Creative Media provides a comprehensive range of creative and advertising services, event production management, and public affairs consulting and messaging. Their website is: <http://www.peakcreativemedia.com>.

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303-469-0357 (108)

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Smarten up on Internet Shopping, Advises PMIdentity

PMIdentity Offers Safe Methods for Online Purchases

Norwalk, CONN. (PRWEB) August 1, 2008 -- [PMIdentity](#) (SM), a leading security and privacy membership program from Adaptive Marketing LLC®, understands online shopping concerns. With all the reports of identity theft circulating these days, a healthy degree of caution is normal.

However, that shouldn't be a deterrent from enjoying the many benefits that online shopping offers. To help, [PMIdentity](#) has put together a set of guidelines that will allow for purchasing items both safely and effectively online.

- Rev up the engine. Search engines are among the most powerful Internet tools. Use them to easily locate desired products and to compare prices at different sites throughout the Web.
- Go with your gut. If a price seems too good to be true, be wary. Always check to see if a website or company is reputable. When a website seems unsafe, it might be a good idea to think twice about using it. Check around to see if there's a more secure site selling the same product.
- Make safe transactions. When making payments on a website, check to see if its connections are secure. Secure websites will display some sort of security icon, such as a locked padlock or key, and should also have an "s" after "http" in the website address.
- Save all receipts. It's smart to save or print out copies of confirmation e-mails, terms and conditions, and warranty information. Be sure to read and understand the company's privacy policy before buying as well. If a site doesn't have a privacy policy posted, consider shopping elsewhere.
- Savings come in threes. Here are a few extra tips to save money while buying online: 1.) Avoid taxes by purchasing from stores located out of state. 2.) Take advantage of online discounts -- particularly on shipping rates -- for multiple purchases. 3.) Consider buying items on eBay; that site often has hard-to-find but inexpensive offerings. However, when using eBay, it's important to check seller feedback to ensure that sources are reputable.

With these rules in mind, shopping online can be safe and convenient. Use the Internet to find items that may be unavailable in retail stores, and shop from the comfort of home. The Internet is a powerful tool, and learning to use it safely can save you lots of time and money, reminds [PMIdentity](#).

About [PMIdentity](#)

Privacy Matters Identity is a leading membership discount program offered by Adaptive Marketing LLC®. Headquartered in Norwalk, Conn., Adaptive Marketing is a category leader in membership programs, bringing value direct to consumers through an array of benefits in healthcare, discounts, security, personal property and personals. Members may access their benefits at [PMIdentity.com](#). With broad online and offline distribution capabilities, Adaptive Marketing offers its corporate client partners effective tools to enhance market presence,

strengthen customer affinity and generate additional value through programs such as PMIdentity.

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News Image



Francis & Mailman, PC Expands CreditReportProblems.com to List Debt Collection Companies

Francis & Mailman, PC adds a new section on creditreportproblems.com to help clients know their rights when dealing with debt collection agencies.

Philadelphia, Pennsylvania (PRWEB) August 1, 2008 -- Francis & Mailman, PC, located in Philadelphia, PA, announced the release of a new section on their web site designed to help clients know their legal rights when dealing with [debt collection companies](#). The law firm's services include identity theft victim assistance, credit repair, and debt help solutions.

Jim Francis of Francis & Mailman, PC notes, "Our clients come to us in need and want to know their rights...and we work very hard to provide them with accurate information. With our dedication to practicing law, proven track record, and litigation experience, we help our clients rest a little easier." Jim also notes, with the latest updates to the web site, we hope to help those who are looking for information on dealing with dept collection understand their rights and get accurate information from a reputable law firm.

Legal Services Include:

- Credit Repair Services
- Credit Reporting Problems
- Identity Theft Victim Assistance
- Fair Debt Collection

About Francis & Mailman, P.C.

Francis & Mailman, P.C. is a law firm located in center city Philadelphia, Pennsylvania that concentrates in consumer protection litigation. Founded in 1998, the firm's goal is to provide zealous advocacy to consumers subjected to unfair business, industry and trade practices. The firm represents consumers in individual actions, as well as through class action lawsuits, in the areas of unlawful credit reporting and debt collection practices, unfair trade practices, breach of warranty, truth-in-lending and other consumer matters. The firm's [credit report lawyers](#) have significant litigation experience both in federal and state trial courts.

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WTVJ.TV Offered for Sale at 38 Times Purchase Price

New owner Mike James has decided to sell WTVJ.TV, which the Florida TV veteran bought at last week's auction attended by CBS Broadcasting, Allbritton Communications, Nexstar Broadcasting, LIN TV, and Hubbard Broadcasting, according to an exclusive AndyPurdy.com follow-up report released today.

Denver, CO (PRWEB) August 1, 2008 -- New owner Mike James has decided to sell WTVJ.TV, which the Florida TV veteran bought at last week's auction attended by CBS Broadcasting, Allbritton Communications, Nexstar Broadcasting, LIN TV, and Hubbard Broadcasting, according to an exclusive AndyPurdy.com follow-up report released today.

James also won at auction WKMG.TV -- which uses the famous Post-Newsweek call letters that stand for Katherine Meyer Graham, the late Washington Post publisher and Pulitzer Prize-winning author.

In total, James purchased 36 of the 279 TV station domains at GoDaddy's landmark web domain auction held July 19-23. James, who operates the popular broadcasting industry gossip website, NewsBlues.com, has listed on his site all 36 domains for sale at prices ranging from 25 to 87 times what he paid for them.

Among them are the 4-letter callsign domains for some of the most prominent TV stations in the U.S., which he was able to purchase for as low as \$5 each. They include the TV domains for WCAU-TV Philadelphia, owned and operated by NBC Universal; WGCL-TV Atlanta, the CBS station owned by Meredith; WOIO-TV Cleveland, the CBS station owned by Raycom Media; WXIN-TV Indianapolis, the Fox station owned by Tribune; WKRN-TV Nashville, the ABC station owned by Young Broadcasting; and WTVF-TV Nashville, the CBS station owned by Landmark Communications.

James' first success was in an early auction session when he captured the domain for WTVJ-TV, the NBC station in Miami, recently sold by NBC Universal to Post-Newsweek for \$205 million.

"NewsBlues regularly reports on each of the television stations corresponding to domain names I purchased," James wrote in an email to AndyPurdy.com.

"Station call letters are decreasingly part of a web domain," he explained. "Today, U.S. TV stations rarely refer to themselves by their station call letters. The value of a dot.TV domain is reduced to little more than a domain forward and, as a result, the value is extremely diminished."

An Internet services expert at LIN TV disagreed, saying, "We have over 600 brands to protect including our callsigns, and stations may end up using their call letters more and more instead of their channel numbers."

At the GoDaddy auction, LIN TV purchased 8 TV station domains representing 8 of its stations, including WUPW-TV Toledo, WOGC-TV Grand Rapids, and WWLP-TV, which stands for William L. Putnam, founder of the Springfield, Massachusetts NBC station. The domain for WIVB-TV, LIN's CBS station in Buffalo, was bid up to \$1,105 and was the biggest performer of the auction.

"We can't afford to let these domains fall into the wrong hands," said LIN's technical contact, who preferred not to be named. He pointed out that WUPW.TV was still parked at GoDaddy, as it had been all year, and was displaying pay-per-click ads for Toledo Mud Hens Tickets and 6 other Toledo businesses.

Although they brought no advertising revenue to the station, the ads were automatically placed on the website by Google's ad syndication engine, which determined that WUPW-TV was a broadcaster in Toledo. Visitors were also directed to related searches for the Toledo Blade and the CBS station in Toledo, one of WUPW-TV's competitors.

In the Internet world of machine-readable text, where online documents can be automatically searched, indexed, sorted, and ranked, television callsigns can serve as highly efficient search terms. There are over 400,000 possible 4-letter combinations, but only a tiny fraction of them spell out words in any known language. Thus, including a station's callsign in a query can produce the highest percentage of search results that relate to the station. This has value in searches, for instance, for news articles, job listings, or local programs and events.

In "The Domain Name Industry Brief," released in June, 2007, VeriSign observed that the explosion of online video has given great opportunity for the dot-TV top-level domain, and the number of dot-TV registrations has increased more than 100% year after year. The report notes that "the power of the .tv extension is, in part, that 'TV' means the same thing to people in China as it does to people in Spain or the United States."

Although dot-TV domains are still not as well-known as dot-com domains, a Google search earlier today for any dot-TV web pages generated 67.5 million search results. Some networks, such as TNT.TV and WE.TV, heavily promote their dot-TV brands. Other broadcasters in the future may use their dot-TV domains to deliver device-specific content, much like dot-mobi is currently used to deliver content optimized for mobile devices.

"Flem" Lemond, head of DNAV Inc., another active buyer at the GoDaddy auction, suggested that the dot-tv device could be similar to the Internet appliance provided by NetFlix for online movie rentals. "You turn it on and overnight it downloads television programs from the TV station," he said.

Lemond bought 25 of the TV station domains at auction. When interviewed by AndyPurdy.com, he claimed that he was not aware of any relationship between the domains he purchased and existing television stations, and that he is instead driven by a deep conviction that the Internet will one day become a supranatural sentient organism. Nonetheless, he gave his assurance that he is not out to annoy the broadcast industry, and can easily be reached to amicably resolve any dispute with a station.

The TV callsign domain auction was the largest ever of its kind, and came as a result of the expiration of the domains when they were not renewed several weeks ago by the original domain registrant, a Florida resident with no apparent ties to the broadcasting industry.

The auction was not advertised or promoted by either GoDaddy or the registrant, but according to the service agreement between them, GoDaddy had the right to put the domains up for auction and allow anyone on the Internet to place anonymous bids online for any or all of them.

Window to the World Communications acquired the domain for WTTW-TV, the PBS station in Chicago that launched the hit show, "Siskel and Ebert."

The domain for WKBW-TV, the ABC station in Buffalo, owned by Granite Broadcasting, was sold to NABET-CWA Local 51025. Members of NABET 25 are currently engaged in a protest campaign against WKBW-TV.

Along with LIN TV, several other media giants were successful bidders at the GoDaddy auction. Nexstar Broadcasting managed to win multiple auctions that closed within seconds of one another, and snapped up almost all the domains related to its stations. However, for WBRE-TV Wilkes-Barre, Nexstar was outbid by Mike James of NewsBlues.

Hubbard Broadcasting captured the domain for its NBC station in Albany, WNYT-TV.

Allbritton Communications used the services of Irides, an Internet solution provider in Northern Virginia, to purchase all the domains related to its stations. Chief among them were WBMA-TV, the ABC station in Birmingham, Alabama, and WHTM-TV, the ABC station in Harrisburg, Pennsylvania.

Also up for auction were the domains for 3 CBS owned-and-operated stations: KPIX-TV San Francisco, KTVT-TV Dallas/Ft. Worth, and KCCO-TV Minneapolis/St. Paul. For these, CBS Broadcasting used the services of MarkMonitor, which successfully purchased all three and immediately transferred them to CBS. MarkMonitor specializes in protection against "brandjacking" for many Fortune 100 companies. On its home page, MarkMonitor states, "Cybersquatting is the most common form of brand defamation totaling over \$1B annually."

For a complete list of auction results and successful bidders, visit AndyPurdy.com/alert.

Andy Purdy, publisher of AndyPurdy.com, served as the U.S. "Cyber Czar" for two years in his role heading the Department of Homeland Security's National Cyber Security Division/US-CERT. Before joining DHS in 2003, Mr. Purdy served as a member of the White House staff and helped to draft The National Strategy to Secure Cyberspace. Yesterday, he returned from Durban, South Africa, where he urged governments to partner with the private sector in fighting cybercrime worldwide.

Related stories:

[Internet Domain Auction Threatens 285 U.S. TV Stations](#)

[Public-Private Partnering Urged in Global War on Cyber Crime](#)

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



DJBWatches Begins an Anti-Counterfeit Rolex Watches Campaign

DJBWatches.com fights against the replica Rolex manufacturers with their anti-counterfeit campaign.

Los Angeles, CA (PRWEB) July 31, 2008 -- DJBWatches.com, the Internet's largest distributor of new and pre owned Rolex watches has launched an anti counterfeit Rolex campaign aimed to help consumers and watch enthusiasts identify fake watches as well as eventually stemming the trade of these replicas.

CEO Anthony Fulton says, "Recently, we have seen a marked upsurge in the amount of counterfeit Rolex watches out on the market. The prestige and quality associated with the Rolex brand make it particularly disheartening to see the amount of counterfeit watches being produced.

"Rolex is a marque that has humble beginnings and has been built over the course of 100 years and those that participate in the fake watch business do not appreciate the legacy of a company like this. Certain models such as the [Rolex President](#) have been around for over 60 years and the engineering that goes into each genuine example is truly something to be admired."

DJBWatches has decided to take up the fight against these watches and their manufacturers. They believe that good information will be a wise start in their endeavors; they will be providing a Rolex Education resource for all those interested in the Rolex brand.

In addition to the information section of our website, DJBWatches.com has created a blog section that will contain up to date information on counterfeit Rolex watches and how to identify them. There will also be a platform for enthusiasts and consumers to add additional information, ask questions and discuss their online Rolex watch purchase, their Rolex experiences, and report bad dealers, fake watches, fake watches, and more.

"Not only does our website have the largest selection of [genuine Rolex watches for sale](#) on the internet, we now have an online resource for detailed picture tutorials for how to inspect a watch and determine its authenticity."

"It is paramount that all potential Rolex watch buyers to fully examine the content of our education site prior to making a purchase from an online Rolex dealer."

CEO Anthony Fulton comments, "Although the internet provides a great forum for purchasing Rolex watches, the buyer must be very careful who he buys from"

When buying exclusively from Rolex Authorized Dealers (AD) buyers frequently have to endure wait times that can span over years for some particularly rare models. This is just one of the many obstacles that can drive an enthusiast to an online dealer.

Purchasing Rolex watches online has been a recent phenomenon that enables the consumer to save thousands of dollars of the price of retail, have the convenience of buying from his own home, and browse the largest selection possible of watches. Hard to find options such as a [Serti Dial Submariner](#), black Roman numeral marker dial, or a [pearl diamond dial Datejust](#) can be found at many online dealers.

Aftermarket additions are also another reason to turn to the internet. Pave set diamond bezels, Princess cut diamond bezels, Canary yellow diamonds, and more can be professionally added by your online dealer.

Despite these benefits, consumers are encouraged to fully examine and research the company being considered. Does the company accept credit cards? Do complaints turn up while searching the company on popular search engines? Is the company an accredited member of an organization such as the Better Business Bureau (BBB)? What is their standing among well known enthusiast clubs and forums? These are all good indicators of the reliability of the company you are purchasing from.

###

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



Identity.net Hires Chief Marketing Officer as Growth Accelerates

The new hire brings over 20 years of experience in consumer and high tech industries to the company

Bellevue, Washington (PRWEB) July 30, 2008 -- Today, Identity.net (www.identity.net) announced the addition of Susan Koehler as Chief Marketing Officer. She joins the company as it continues to grow and put consumers firmly in control of their online identity and reputation.

Susan Koehler has over 20 years experience in consumer and high tech industries. Most recently, Susan held several senior leadership positions at Microsoft Corporation, leading strategic initiatives & business planning worldwide. Specifically, she was instrumental in the development of the consumer digital imaging market, and strategic global initiatives such as Trustworthy Computing and Security Mobilization. Prior to Microsoft, Susan spent 10 years in the Consumer Health Care Industry at world renowned companies Warner-Lambert/Pfizer and The Dial Corporation. Susan's tenure at Warner-Lambert and The Dial Corporation focused on category leading products and new product innovation. She received her BA and BS undergraduate degrees from Syracuse University and a MBA from Rutgers University.

"Susan joins Identity.net at an exciting time, as the company transitions from being development-centric to market-centric. Susan has a tremendous record of achievement in working with both the public and private sector in the USA, and internationally," said Rob Monster, Chairman and CEO of Identity.net. "Her productive tenure at Microsoft demonstrated that she brings a potent mix of commercial leadership, public diplomacy, professional integrity and personal compassion."

About Identity.net

Headquartered in Bellevue, Washington, the company's mission is to put consumers firmly in control of their online identity and reputation. The Identity.net (formerly Demoxi) software is built on 50 issued patents and 10 years of advanced research in the fields of cryptography and online identity. For more information, visit Identity.net

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NextAdvisor.com Launches Free Lost or Stolen iPhone Recovery Guide

NextAdvisor.com is launching a free guide to help iPhone owners prepare for and recover from the loss or theft of their phone. The guide details a series of simple steps that can be taken before and after an iPhone goes missing that can expedite recovery and mitigate the risk of identity theft.

San Francisco, CA (PRWEB) July 31, 2008 -- NextAdvisor.com, a leading consumer information resource, is launching a free guide to help the millions of worldwide iPhone owners prepare and recover from the loss or theft of their phone. The [lost or stolen iPhone recovery guide](#) is also meant to educate iPhone owners on the potential risk of [identity theft](#) if their phone falls into the wrong hands.

"Apple's iPhone is a powerful device with the ability to store large amounts of personal information," said NextAdvisor.com Vice President of Research Joe Fahrner. "This means that a lost or stolen iPhone may not just be a frustrating experience, but also may put the owner at risk for identity theft or related crimes."

NextAdvisor.com's lost or stolen iPhone guide outlines a series of steps that iPhone owners can take to minimize the risk of further victimization if their phone is lost or stolen. Additionally, the guide details important actions to take once they realize their phone has gone missing in order to protect themselves and others.

For example, the guide suggests that iPhone owners contact their employer and any contacts stored in the lost or stolen phone. "Criminals may use information stored in your lost or stolen iPhone to victimize your contacts or gain unauthorized access to your employer's systems," said Fahrner. "It is a good idea to err on the side of over communicating the loss of your iPhone with your employer, business contacts, friends and family".

The guide also points out some little known security tools that are built right into the iPhone. "Our research has shown that many iPhone owners were not aware of the device's built-in passcode feature," said Fahrner. "We recommend that all iPhone owners set a passcode in order to mitigate the risk that their email, contacts, browsing history and other personal information could fall in the wrong hands if their phone is lost or stolen". The guide includes detailed instructions on how to set a passcode on the iPhone.

The [lost or stolen iPhone recovery guide](#) is available for free by visiting:

<http://www.nextadvisor.com/blog/2008/07/29/how-to-recover-from-a-lost-or-stolen-iphone/>

It is a companion to the recently launched [lost or stolen laptop recovery guide](#) which can be found here:

<http://www.nextadvisor.com/blog/2008/07/14/how-to-deal-with-a-lost-or-stolen-laptop/>

About NextAdvisor.com

NextAdvisor.com is the trusted, independent source for comparing the most valuable new services. The company's mission is to help consumers save money and improve their lives by presenting them with useful comparisons and reviews of service providers and a clear explanation of each service and how it works. The company currently reviews, compares and explains many different types of services including credit report and monitoring, identity theft protection, voice over IP, diet plans, DVD rental and movie download, online education, online tax preparation and online backup.

###

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RealTime Shredding Expands Internationally with First European Sale

Icelandic shredding company increases customer service with The Self-Service Shredder.

Colorado Springs (PRWEB) July 30, 2008 -- RealTime Shredding, Inc., is expanding internationally with its first sale to a European customer.

Gagnaeyding, Iceland's largest shredding company, will use The Self-Service Shredder™ kiosk to expand on-site service for its business customers, according to Runar Mar Sverrisson, general manager of Gagnaeyding. The Reykjavik-based company services approximately 90 percent of the Icelandic document shredding market, and shreds 500 metric tons of material annually. Currently, companies bring their shredding to Gagnaeyding's factory, or the company picks up documents to shred from customer sites and then transports them to the Reykjavik location.

With The Self-Service Shredder, Gagnaeyding will bring safe, secure shredding capability directly to business sites. Taking the kiosk to customer locations will eliminate transportation time and expense, and increase security for shredding of sensitive materials, says Sverrisson, while making shredding much more convenient for business customers - especially those located outside Reykjavik.

Gagnaeyding also plans to offer the kiosk to its business customers on a short-term rental basis, which will allow businesses to shred their own materials on demand. Eventually, says Sverrisson, the company may offer shredding directly to consumers on a public-access basis.

Sverrisson sees The Self-Service Shredder as a solution to his customers' common shredding problems. Companies throughout Iceland - just as in other countries - must deal with jams and breakage on a regular basis with the in-office shredders they typically use, he explains. Also, most office shredders cannot handle CDs, DVDs, or paper clips, as can The Self-Service Shredder.

"The strength, reliability, and anti-jam software of The Self-Service Shredder makes it an excellent choice. The kiosk goes beyond our expectations in its performance," says Sverrisson, who learned of the kiosk through a news article and subsequent online research. "We were pleasantly surprised to see so many features and such advanced functionality in a small kiosk."

"Gagnaeyding is exceptionally pleased to serve as RealTime Shredding's first European customer," concludes Sverrisson. "We believe The Self-Service Shredder can be a tremendous asset to businesses throughout the continent." RealTime Shredding has customers throughout the United States and in Canada, and has seen interest from companies in several other countries.

About RealTime Shredding, Inc.:

RealTime Shredding, Inc. (<http://www.realtimeshredding.com/>) manufactures and markets The Self-Service Shredder, the first self-service shredding kiosk designed specifically for business and consumer use. The patented, UL-approved Self-Service Shredder is the first to offer shredding on a public-use basis, providing a safe, fast, convenient, inexpensive way to shred confidential documents and other materials. The industrial-strength shredder cross-cut shreds paper, cardboard, credit cards, paper clips, staples, CDs, DVDs, and floppy disks at a rate of up to 200 sheets of paper a minute.

Installations include banks, professional service firms, business and shipping centers, schools, retail stores, and public/government facilities. Small and mid-sized businesses rely on The Self-Service Shredder to help assure compliance with HIPAA and FACTA document destruction requirements. Based in Colorado Springs, the woman-owned and -operated company offers The Self-Service Shredder with multiple options, and through purchase and lease plans.

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3,000,000 Online Poker Players Data Records Exposed

Over 3,000,000 information data records of online poker rooms players exposed to the public for free search now, along with their internet pokerrooms hands play historical games statistics database, historic playing tactics records, and past accumulated game style behavior strategy analysis play moves, you can search the it all, lookup and find the info for free, using the newly launched free PokerSharksRadar freeware application.

Las Vegas, NV (PRWEB) July 30, 2008 -- In response to a huge demand for past statistical information on internet poker room players game play style behavior, Poker Sharks Radar released a new free texas holdem poker players stats searching and game historic strategy usage statistics information discovery freeware software for the poker rooms online players.

Statistically accumulated poker players data from internet poker room websites indicate that for most net poker players, The user can predict their next move based on their past games play trends. The Poker Sharks Radar free software give a real edge while playing in online poker tournaments over the internet for cash real money or just for fun with fake money, by being able to search and locate the poker opponents playing stat information at no cost.

"Many texas holdem poker tournament players and online real cash poker games participants feel that now they cannot any longer be too dependable on their own memory and poker notes for knowing what the player they are playing against is all about, is he a shark or a fish, and what are his common game play moves" says PokerSharksRadar director Greg Vagner.

Poker Sharks Radar online pokerroom players information free lookup and exploration software is now a very popular free software choice for many internet poker players who needed a proper way to detect their opponents game behavior and hands statistics and giving them poker tips recommendation based on the texas hold em player statistical historical database records. However, Greg Vagner says that nowadays more statistics historically accumulated play data records elements are being included in the Poker Shark Radar freeware product.

Poker Shark Radar shows the user approximately every casino and poker statistical piece of info regarding the web texas hold em table opponents as well as info on the on line Omaha, internet 7 stud poker and additional online poker games opponent internet players, all scientifically based on history accumulated on line game player trend conducted analysis, allowing the user clearly to predict what will defiantly be the web hold em poker table opponent next texasholdem move, and what poker cards the net texas holdem poker mates hold based on the method they play their game session.

Poker Sharks Radar has a vast poker players database list (over 3,000,000 active net texas holdem poker rooms participants and online casinos player data-base) that carries every on line poker player past hands for the very last several years, all that data was already accumulated from net texas hold em poker game tourney results and real money tournament historical hands information that is accessible from the online hold em poker rooms like PartyPoker, fulltiltPokerCom, PokerStars, primaPoker.com, 24Poker, 32redPoker, battlefield PokerRoom, betdirect PokerRoom, betway Poker, Captaincook Poker.com, CrazyVegasPoker, Dream PokerRoom, Eurolinx PokerRoom, Gnuf Poker, GoldenRiviera Poker.com, Intertops PokerRoom, NordicBetPokerCom, RewardsPoker.com, 333Poker.com, SpinPalacePokerCom, Stanjames Poker, tellPoker.com, wildjack PokerRoom, Doyles PokerRoom, betonBet PokerRoom, Glodentiger Poker, share PokerRoom and various others

are included all time in newly accumulated data every day.

By seeing the net texas hold em poker rooms pokertables opponent game play poker trend the user will live through their internet hold em poker play strong points or their weak spots, something that will very likely improve the user net texaspoker winning odds and much radically add to the online texaspoker poker game effectiveness and winning in the on line texas hold em internet tournament match.

Now the software user will be proficient to discover both the net texaspoker poker fishes and the internet texas hold em poker sharks, and be talented, using this online texas hold em poker game detector scope spying tool to place them and indicate when to fruitfully play against them while concurrently improving the net texaspoker poker hand winning odds and predicting by calculating their next move.

SharksRadar is very different from most net texas holdem poker game arithmetical software product and hands history database collection automated tools out there, it is a server based and it accumulate all the poker games data and online texas holdm poker players stat out there, also for the internet hold m poker games which a user does not involve himself in!

PokerSharks Radar has the Real time statistical web texaspoker game players game behavior information on over 3,000,000 internet players playing web poker, internet texas Holdem, online Omaha poker, seven stud poker and other internet poker games variations in limit / no limit / pot limit on line poker and net hold em poker cash tournaments.

Poker-shark Radar will instantly turn a user into an extremely cost effective, profitable and winning net holdem poker game player, letting a user to constantly go through his opponents strong game point elements and web texas holdem weakness by spy on and stalking his net texas holdem play statistical information, In Addition to the net holdem poker players tracker that will be telling his web texasholdem betting methods and poker tells, the user will be armed with a rich knowledge of his past and current online texasholdempoker game play plans, methods, tendencies and schemes, and then the user will be proficient to effortlessly guess his potential onlinepoker game play behavior, poker tactics and the strategy method that be taken by him.

The free product also lists nearly every upcoming online hold em money poker tourney, free rolls tourneys schedules, and signup, no deposit, deposit and rake back bonus promotional limited web texas holdem pokerrooms bonuses promo offers.

PokerSharksRadar allows you to start winning internet holdum poker games by going through the web texas hold um poker table opponent's weaknesses and strengths and anticipate their online hold them poker play strategy!

To download for free the freeware application, go to <http://www.PokerSharksRadar.com>].

PokerSharksRadar is the leading online poker tools software publisher. For more informative details about the Poker Sharks Radar Poker Software Tools company, please visit <http://www.PokerSharksRadar.com>].

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Multi-Purpose Teams Needed To Tackle Corporate Fraud According To Kroll, the World's Leading Risk Consulting Company

Multi-purpose teams, combining legal, accounting, technology and investigative skills, are necessary in combating corporate fraud, according to the latest issue of the Kroll Global Fraud Report, a quarterly report released by the world's leading risk consulting company.

New York, NY (PRWEB) July 28, 2008 -- Dealing with [corporate fraud](#) increasingly requires multi-purpose teams, bridging legal, accounting, technology and investigative skills, according to a report from [Kroll](#), the world's leading risk consulting company.

"Increasingly, the cases we deal with are cross-border and multi-disciplinary," said Blake Coppotelli, a New York-based senior managing director in Kroll's Business Intelligence and Investigations division. "Not considering one aspect or another risks jeopardizing success."

Intricacies of the U.S. legal system are increasingly affecting the way [investigations](#) are tackled, even in cases outside the United States. "Concepts like privilege and discovery must be considered in any investigation," said Coppotelli. "The application of U.S. law to foreign subsidiaries, increased litigation and legislation like the Foreign Corrupt Practices Act underscore the need for sound investigative methodology."

Furthermore, using sophisticated accounting techniques to detect, trace and resolve frauds is essential when the results may impact financial statements. "The skills of [forensic accountants](#) are essential both to uncovering the extent of certain frauds and to negotiating the regulatory challenges which they entail," said David Hess, a managing director in Kroll's Forensic Accounting and Litigation Consulting practice

The latest edition of [Kroll's Global Fraud Report](#) explores some of the complexities of a successful investigation, including:

- Culture and diplomacy: managing constituencies, often across borders and cultures
- Technology: gathering, protecting and using electronic evidence
- Accounting: tracing and recovering assets
- Legal: preserving privilege and maintaining confidentiality.
- Reporting: oral and written reports
- Management: keeping momentum when hard evidence doesn't surface
- Law Enforcement: How and when to liaise
- Choosing an investigator: making sure your story gets heard - and believed

To obtain a copy of the Global Fraud Report (July 2008) visit www.kroll.com/fraud.

About Kroll:

Kroll, the world's leading risk consulting company, provides a broad range of investigative, intelligence, financial, security and technology services to help clients reduce risks, solve problems and capitalize on opportunities. Headquartered in New York with offices in more than 65 cities in over 33 countries, Kroll has a multidisciplinary team of more than 3,800 employees and serves a global clientele of law firms, financial institutions, corporations, non-profit institutions, government agencies, and individuals. Kroll is a subsidiary of Marsh & McLennan Companies, Inc. (NYSE: MMC), the global professional services firm.

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SPENDonLIFE Announces Scholarship Awards Benefiting Students Affected by Credit Crunch

SPENDonLIFE.com is proud to announce the five well-deserving winners of its 2008 scholarship program. The scholarship awards are for students rejected for a student loan because of negative credit. It is our deeply held philosophy is that anyone who desires an education should be able to obtain one, regardless of their credit history.

Dallas, TX (PRWEB) July 28, 2008 -- Accelerating its efforts to assist worthy candidates in advancement of their educational pursuits, SPENDonLIFE.com is proud to announce the five well-deserving winners of its 2008 scholarship program. Our deeply held philosophy is that anyone who desires an education should be able to obtain one, regardless of their credit history.

To that end, we extended a unique opportunity to students rejected for a student loan because of negative credit. After reviewing over 800 scholarship applications, the staff of SPENDonLIFE is proud to announce the following winners of our scholarship program:

- Kara Joanis - Stanbridge College
- Megan Johnson - Howard University
- Susan Thompson - Regis University
- Aaron White - Faulkner University
- Selonia Miles - Georgetown University

We congratulate these talented students and commend them for their drive to succeed. The recent subprime crash has negatively impacted students relying on college loans. Today, not only are subprime borrowers finding roadblocks, but all student borrowers are now subject to stricter lending practices: Higher credit scores are required to secure student loans; and higher interest rates are routinely attached to those loans.

Although SPENDonLIFE is striving to combat the student credit crunch through its annual scholarship program, with over 17 million students enrolled in colleges and universities throughout the United States, it is impossible for us to reach them all. Students must be proactive in their understanding of exactly how credit affects them now - and will influence their lives for years to come.

Congratulations to the deserving winners of the 2008 SPENDonLIFE.com scholarship Program; we hope to reach many more gifted students next year. Through education, awareness programs and scholarship awards, our ongoing mission at SPENDonLIFE is making the promise of higher education a reality for everyone willing to reach for the dream.

Online since 2003, [SPENDonLIFE](http://SPENDonLIFE.com) is a Dallas-based company specializing in credit and identity theft products and education. For additional program information and student credit education resources, please visit us at <http://students.spendonlife.com>.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Public-Private Partnering Urged in Global War on Cyber Crime

Today, former U.S. "Cyber Czar" Andy Purdy (AndyPurdy.com) addressed international delegates gathered in Durban for Govtech 2008, hosted by South Africa's State Information Technology Agency (SITA), and called for the creation of public-private partnerships to bring under control the growing threat of cyber attacks worldwide.

Durban, South Africa (PRWEB) July 28, 2008 -- Today, former U.S. "Cyber Czar" Andy Purdy (AndyPurdy.com) addressed international delegates gathered in Durban for Govtech 2008, hosted by South Africa's State Information Technology Agency (SITA), and called for the creation of public-private partnerships to bring under control the growing threat of cyber attacks worldwide.

In overcoming the inadequacy of international cyber security efforts, even an informal collaboration framework, Purdy explained, would help build global capability to assess and mitigate cyber risk, and to detect, respond to, and recover from malicious man-made cyber incidents and natural cyber hazards.

Purdy also encouraged developing nations to form or enhance the current capabilities of national Computer Emergency Readiness Teams (CERTs) and establish trusted partnerships with other CERTs and governments, as well as international organizations and global companies to support timely and effective information collection and sharing.

Purdy noted that the enhanced international effort needs to not only include law enforcement, that "has made noteworthy efforts to date," but also government officials with responsibility for trade and diplomacy, research and development, funding of civilian government, and best practices.

Purdy stressed, in particular, the need to include companies that can help reduce the vulnerabilities that are routinely exploited, and increase the ability of organizations and individuals to engage in trustworthy cyber communications and transactions.

According to Purdy, the wide dispersion of ownership and control of cyberspace among government and the private sector stakeholders "requires a new approach to addressing cyber risk, one that relies on an organized and resourced public-private partnership, rather than simply government leadership."

"Although a key element of this process has to be information sharing -- often in situations where trust is critical -- the private sector role is so important that it should be as a true partner, not just the source or recipient of information," Purdy said. "Among the key sectors of a nation's economy that should be actively encouraged to participate in the planning, implementation, and operational stages of building and administering a national CERT, are Information Technology, telecommunications, finance, and power."

Purdy concluded his remarks recommending that each national CERT lead a national awareness campaign about safe online practices, warn potential victims of malicious cyber activity, and generally educate organizations and individual users on how to reduce risk.

Andy Purdy is currently President of DRA Enterprises, Inc. in Bethesda, Maryland, USA (AndyPurdy.com), is a

member of the Executive Advisory Board of BigFix, Inc. of Emeryville, California, and a partner in the law firm of Allenbaugh Samini, LLP (alsalaw.com). He is also co-founder of the International Cyber Center at George Mason University. Purdy served as a member of the White House staff in 2002-2003 that helped to draft the U.S. National Strategy to Secure Cyberspace released by President Bush in February, 2003. He worked at the Department of Homeland Security from 2003 to 2006, the last two as Acting Director of the National Cyber Security Division/US-CERT.

Read more about Purdy's latest international cyber security work and his Govtech 2008 presentation, "Addressing National Cyber Risk -- Public-Private Partnership is the Cornerstone," by visiting AndyPurdy.com.

###

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News Image



Chrysler Service Contracts Partners With Merchants Information Solutions, Inc. To Offer SmartIDentity To Service Contract Customers

Chrysler Service Contracts Customers Can Now Respond To Financial and Non-Financial ID Theft Related Events Through One Of The Most Comprehensive Protection And Recovery Solutions Available.

Rochester Hills, MI and Phoenix, AZ (PRWEB) July 28, 2008 -- Chrysler Service Contracts, a division of Chrysler, LLC has chosen Merchants Information Solutions, Inc. to be the exclusive identity theft service provider for Chrysler Services Contracts new SmartIDentity program for its service contract customers.

Chrysler Service Contracts' decision to partner with Merchants Information Solutions and enter the emerging identity theft marketplace is in response to the numerous identity theft service providers offering assisted and/or partial solutions - that fall short of providing a comprehensive identity theft program. The Merchants Information Solutions strategy that supports the SmartIDentity program "shows a commitment by Chrysler Service Contracts to offer its' customers one of the leading and most comprehensive managed recovery programs in the United States today," stated Jerry Klesko, Product Manager for Chrysler Service Contracts.

The comprehensive identity theft program solution being offered by Merchants Information Solutions "focuses on helping Chrysler Service Contracts increase sales while helping improve customer retention for its auto dealer business clients," said Klesko. "This is another cutting edge and quality product that provides an important and timely value for our clients and their customers" said Walt Foraker, Field Operations Manager for Chrysler Service Contracts.

"We are excited to bring the Merchants Information Solutions SmartIDentity program to Chrysler Service Contracts" said Russ Johnson, President of Merchants Information Solutions. The Merchants identity theft program - called SmartIDentity responds to financial and non-financial identity theft related events. According to the FTC, 41 percent of identity theft is related to a financial instrument (including credit/debit cards, checking/savings accounts, loans, etc.). This means that 59 percent of identity theft is non-financial including fraudulent use of medical/health insurance, driver's license information, tax information, employee ID number, student ID number, financial aid, etc.

Mark Pribish, National Director of Sales for Merchants Identity Theft Management Services stated, "Merchants has helped resolve over 29,000 cases of fraud - including medical fraud, public records fraud, identity theft fraud and credit card fraud -- since 1990 on an individual consumer basis." According to Pribish, "Merchants is unique in providing professionally trained recovery advocates who are licensed as Private Investigators as well as Fair Credit Reporting Act (FCRA) and Fair and Accurate Transaction Act (FACTA) certified -- who will handle an identity theft victim's case from beginning to end - until it is brought to final resolution."

Chrysler believes that SmartIDentity is a product that's right for today's market, and takes consumer protection to yet another new level. Chrysler Owners especially see the value in purchasing a Chrysler Service Contract and they've repeatedly told us so says Klesko. "You know that you're doing business with an established, reputable and dependable company. You always have the confidence that they'll be there to meet your needs now and in the future. Who better than the manufacturer has a vested interest in taking care of me as a Chrysler Owner."

About Merchants Information Solutions, Inc:

Merchants Information Solutions, Inc. (MIS) has been providing quality programs and services to businesses and consumers nationwide since 1912. MIS is one of the leading identity theft prevention and recovery solution providers in the United States, and is known nationally for its efforts to help individuals and businesses "get smart" about credit. For more information about Merchants Information Solutions visit www.merchantsinfo.com.

About Chrysler Service Contracts:

Chrysler Service Contracts has offered extended service plans to its vehicle owners for nearly 30 years, and plays a vital role for the Corporation and its dealers in promoting Customer Satisfaction, Owner Retention & Loyalty. With total contract sales approaching 25 million, Chrysler Service Contracts is a proven leader in today's market, and in part attributes its success to providing innovative and unique new products like Lifetime Vehicle Coverage and the soon to be launched SmartIDentity.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

7 Ways to Protect Yourself from Credit Card Fraud

The LendingTree.com '7 for 7' is a snappy, weekly column that came from the idea of providing visitors to LendingTree.com "seven smart borrowing tips to get you through the week." Today's '7 for 7' provides ways to protect yourself from credit card fraud. It's important to cut your risk by taking a few simple measures.

(PRWEB) July 25, 2008 -- Credit card fraud is a high stakes game. Last year alone, it's estimated that crooks stole \$3.2 billion from credit card holders and companies. There are lots of things you can do to fend off the fraudsters, and they all pretty much stem from the classic poker player's advice: Keep your cards close to the vest. To get more specific on ways to avoid [credit card fraud](#), read on:

1. Review your statement

Open your credit card bills as soon as you get them and check for charges you don't recognize. Saving all your credit card receipts will allow you to confirm that every charge is legit.

2. Shred your receipts

Once you've reconciled your receipts against your monthly bill, shred your receipts rather than just throwing them in the trash. Do it by hand or invest around \$40 for a home office shredder.

3. Shred credit card applications

If you've already anted up for an electric shredder, this one won't be hard. Before you throw them away, [destroy any unwanted credit card applications](#) that you get in the mail.

4. Charge with caution online

When shopping online, use your charge card only at secure sites and don't gamble on sites you're not familiar with. Never respond to emails that ask you to reveal your credit card number.

5. Watch for sleight of hand

Whenever possible, don't let your credit card out of your sight when you use it, and get it back quickly.

6. Hold only the cards you need

It's usually only necessary to carry one or two credit cards in your wallet. Unless you know you're going to need them, keep your additional cards safely at home.

7. Know your numbers

If you are the victim of credit card theft, it's important to be able to notify your credit card company quickly. In a safe place, keep a list of all your credit card numbers and expiration dates and the contact information for each issuer. Remember to keep it updated.

For more information, visit the [LendingTree Smart Borrower Center](#).

About LendingTree, LLC

LendingTree, LLC is the nation's number one online lending exchange, providing a marketplace that connects consumers with multiple lenders that compete for their business. Since inception, LendingTree has facilitated more than 23 million loan requests and \$185 billion in closed loan transactions. LendingTree provides access to

mortgages and refinance loans, home equity loans/lines of credit, auto loans, personal loans and credit cards via www.lendingtree.com and 800-555-TREE.

Launched in 1998 with headquarters in Charlotte, North Carolina, LendingTree, LLC also owns and operates LendingTree Loans sm, LendingTree Settlement Services, LLC, GetSmart®, and HomeLoanCenter.com. LendingTree, LLC is an operating company of IAC.

###

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Proventsure's CEO Featured on Business Destiny Radio Show

Gary Golomb, CEO of Proventsure Provides Useful Insight on Growing a Successful Business on the Clear Channel Business Destiny radio show on Saturday, July 26, 2008.

Washington, DC (PRWEB) July 25, 2008 -- Proventsure, a leader in automated Risk Assessment and Risk/Policy Auditing software to Fortune 2000 organizations, today announced that Gary Golomb, CEO will appear on the Clear Channel Business Destiny radio show on Saturday, July 26, 2008. Golomb, interviewed by host John Hrastar, will be providing insights on growing a successful technology business.

The Business Destiny radio show focuses on providing CEOs and business owners with useful information and insights on how to run and grow their businesses to achieve their personal and professional goals. The program addresses the elements of the planning and execution process necessary to achieve those goals.

Golomb's company, [Proventsure](#), has enjoyed rapid growth since its inception less than two years ago, now providing many globally-recognized customers with an ability to assess risk of data leakage within their enterprises. In the interview, Gary will discuss some of the critical success factors in launching a new business.

Proventsure offers technology in the form of a Governance and Compliance management suite [Product](#) that automatically locates regulated information within an organization and assesses the level of risk to which this information is exposed. By prioritizing information exposures throughout the organization based on probability of loss, remediation efforts are effectively prioritized to proactively mitigate the risk of data loss. Proventsure has a special focus on healthcare, financial sectors, manufacturing, and higher education.

'We constantly witness how the personalized attention we give our customers allows them to identify business processes potentially putting their client's and company's most valuable information at risk,' said Proventsure CEO Gary Golomb. 'I'm excited to share with Business Destiny listeners how our revolutionary approaches to both customer-focus and technology research and development have dramatically and positively affected so many.'

'We are pleased to have Gary Golomb on the Business Destiny radio show and have him share his industry expertise with our listeners,' said John Hrastar, host of Business Destiny. "Gary's knowledge of operating a successful technology company without outside capital -- in a highly competitive market and slowing economy -- provides a fresh perspective for business owners." Our goal is providing the medium to share productive ideas, experiences and learnings from peers.'

Business Destiny is aired from 8:00-9:00am Saturday mornings on Clear Channel station WTNT 570 AM. More information and recorded shows are available at <http://www.BusinessDestinyRadio.com>. Information about John Hrastar and InterSource are available at <http://www.InterSource.net>.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Vonya Global Launches Specialized Consulting Practice for Shipping Industry

Vonya Global has created a suite of consulting services to assist shipping companies in meeting a variety of their compliance, accounting, tax, and IT needs. Specifically, these include: Sarbanes-Oxley compliance services, Internal Audit Outsourcing, M&A Due Diligence, and IT and Accounting Department Support Services.

Chicago, IL (PRWEB) July 25, 2008 -- Vonya Global LLC announces the creation of a specialized consulting practice for the shipping industry. The shipping industry plays a vital role in global commerce and it is facing dramatic changes. Globalization has created tremendous opportunity. Shipping companies are seeking an infusion of capital to fund growth, taking advantage of favorable market conditions. Many of these companies have either recently become or are now considering becoming publicly listed.

Becoming a publically listed company has its challenges such as added compliance requirements from Sarbanes-Oxley, US and Foreign Government regulations, and SEC and other international stock exchange related requirements. While most pre-IPO shipping companies do not have the in-house expertise to meet these requirements, Vonya Global does.

Leveraging specific shipping industry experience, Vonya Global has created a suite of consulting services to assist shipping companies in meeting a variety of their compliance, accounting, tax, and IT needs. Specifically these include: Sarbanes-Oxley compliance services, Internal Audit Outsourcing, M&A Due Diligence, and IT and Accounting Department Support Services.

Sargon Youmara, Vonya Global Managing Partner said, "Meeting compliance requirements will only be the beginning. Other growing pains for shipping companies will include hiring qualified accounting personnel in a highly competitive market, continuously improving on business processes to meet business requirements, and due diligence for acquisitions/mergers."

ABOUT VONYA GLOBAL - Vonya Global is a new idea in internal audit consulting and independent risk assurance services. With expertise in Finance, IT and Operations, Vonya Global helps its clients identify and assess risk, evaluate and improve internal controls, and implement continuous monitoring systems. Vonya Global is on a mission to prove there is a better way to serve clients by focusing on the basics; providing consistent quality, responsive service, and knowledge leadership. Having locations throughout the world, Vonya Global serves as a value added alternative to the large accounting firms. There is a better way, Vonya Global will show you.

Vonya Global LLC headquarters is located at 150 N. Michigan Avenue, Suite 2935, Chicago, IL 60601. For more information please email [info @ vonyaglobal.com](mailto:info@vonyaglobal.com) or visit www.vonyaglobal.com.

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Searchgods or Search Chumps: How People Search Databases Work

Boston private investigator demystifies people search and background check services.

Boston, MA (PRWEB) July 24, 2008 -- A decade ago, people search and background check web sites sprang up like mushrooms in a damp field. They offered inexpensive services at lower rates than private investigators.

But many users report poor results from online databases. Now, private investigators report a surge of interest in people finding -- the old fashioned way. "Many internet detectives recycle data from outdated telephone directories," explains John Nardizzi, founder of Nardizzi & Associates, Inc. a Boston private investigations firm. "Some online firms simply research a database of property owners. Based the Census Bureau statistics on home ownership, this means you are missing one-third of the U.S. population."

After noticing an increasing number of calls from disenchanted customers of people search websites, Nardizzi launched [TheSearchGods](#) which offers streamlined sleuth services. Customers submit a search request, and the firm responds quickly with results from its armada of databases. The result is personalized search services for a fee that compares favorably to online databases. "We take calls each week from people with legitimate research needs who are frustrated with results from some internet people finders," says Nardizzi. Some law firms were testing the online databases, but Nardizzi says those clients came back with tales of nonexistent customer service and stale information.

Nardizzi dispels another claim of online databases: the national criminal check. "The national criminal check is the unicorn of the industry-- a complete myth."

[TheSearchGods](#) now generates significant people finder and employment background checks for a growing staff of researchers. Nardizzi says there is a reason PI firms are better at finding people and conducting background checks: "We take the time to verify that clients are researching data for certain permissible purposes, such as court cases, fraud investigations, and other reasons. Therefore, we can access more current data."

Some of TheSearchGods projects require more than a database, and develop into complex background checks spanning several decades. The firm once located two German nationals who had worked in the US years ago, had married and changed last names. More recently, the firm found dozens of former associates of a key witness who testified in a case where a man was wrongfully convicted.

Cheap people finder and criminal background check firms may be here to stay, but they have not put a dent in top investigative firms. "Creativity and a personal touch never go out of style," says Nardizzi. "TheSearchGods attracts customers who want to do it right. And do it once."

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

DocuVault Delaware Valley Separates from Denver Partner

DocuVault Delaware Valley LLC recently announced the separation from its partner, DocuVault Group LLLP, Denver, CO, to go forth as a sole entity, offering records management and information destruction services as well as business and residential document storage and scanning, data backup, and shredding services in NJ, PA and DE.

West Deptford, NJ (PRWEB) July 22, 2008 -- [DocuVault Delaware Valley LLC](#) recently announced the separation from its partner, DocuVault Group LLLP, Denver, CO, to go forth as a sole entity, offering records management and information destruction services as well as business and residential [document storage](#) and [scanning](#), data backup, and [shredding services](#) in NJ, PA and DE.

"I am pleased to introduce DocuVault Delaware Valley as a single enterprise. This strategic business move is an investment in the company's future, our customers, and employees," said Keith DiMarino, President, DocuVault Delaware Valley. "Going forward, we will be able to directly address changing customer needs. Customers will benefit from our new position of strength."

Based in West Deptford since its 2001 establishment, DocuVault Delaware Valley (DDV) will retain its name, contact information, and employees. DiMarino, an alumnus of The Wharton School of the University of Pennsylvania, Philadelphia, PA, has been at the helm at the New Jersey location since day one.

"Our customers will continue to receive the same secure, convenient records management and information destruction services they've come to rely on," said DiMarino.

Customers will experience no delay or interruption in service during the transition to 100% ownership by DDV. The transaction was completed for an undisclosed amount.

The privately held enterprise plans to enhance personalized service and conveniences, and add new services to its offerings.

To ensure identity/property protection, DDV conducts employee background and drug tests, provides certificates of destruction, and complies with HIPAA (Health Insurance Portability and Accountability Act) and FACTA (Fair and Accurate Credit Transactions Act) laws.

In addition to its pledge to privacy, the company is committed to top-notch personal service, too, according to DiMarino.

The company participates in Open Shred Days across the region. Municipalities and organizations interested in learning more or arranging an Open Shred Day, contact DiMarino at 856-853-5160. DocuVault recycles 98% of all shredded material.

For more information, call DocuVault Delaware Valley at 856-853-5160, email [info @ docuvaultdv.com](mailto:info@docuvaultdv.com) or visit www.DocuVaultDV.com/home.html.

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You can read the online version of this press release [here](#).

News Image



Medicare Fraud: How Many Dead Doctors Does it Take to Prescribe \$90 Million in Medical Equipment for Medicare Patients?

The Health Insurance Advocate Cary Hall interviews Cato Institute's Michael Cannon to specify why Medicare is not the model to use for National Health Care

Kansas City, MO (PRWEB) July 18, 2008 -- While some politicians are pointing to Medicare as proof that a national health care plan can work in the United States, Michael Cannon, director of health policy studies at the Cato Institute, wholeheartedly disagrees.

Cannon joins [Cary Hall](#), this Saturday, July 20, on [The Health Insurance Advocate Show](#) (HIA Network) to discuss the fallacy that Medicare can be used as a model for future national health care plans in the US.

Listeners are invited to join [The Health Insurance Advocate Show](#), Saturday, July 19, at 12 p.m. CST to learn about what [Cannon](#) foresees for seniors with Medicare as the system faces potential change.

Important questions covered in this week's show:

- What happens when Medicare sets medical service costs too high or too low?
- Exactly how do they arrive at their "allowable rates and charges"?
- If reimbursements are cut in the future, which doctors will no longer accept Medicare patients?
- And more importantly, which doctors will continue to accept Medicare patients?
- What does "gaming the system" mean?
- Will all doctors eventually say "No more Medicare patients"?

Listeners will learn about these and other important questions, including Cannon's view on how free market solutions can correct the worsening Medicare situation as well as prevent a National Health Care disaster.

Cannon will also discuss studies which show that Medicare's universal coverage has led to thirty percent wasted spending much of which includes \$100 million that has been spent on services serving no beneficial health-related purpose. Meanwhile, Americans have suffered ten separate national tax increases to pay for Medicare in its short forty-year history.

While Medicare currently allows patients to see any doctor they wish, Cannon contends that this could easily change in the near future.

"Because Medicare does not scrutinize medical services like commercial carriers, doctors have come to rely on the Medicare system to pay them without question," says Cannon. "In the past when Republicans have attempted to cut Medicare payments to doctors by up to eleven percent, doctors have successfully persuaded Congress not to cut the payments. Should the cuts eventually pass in Congress, many doctors would likely stop accepting Medicare patients."

Hall and Cannon will also discuss recent ABC and New York Times reports that show Medicare suppliers have consistently abused the badly managed Medicare system by filing claims which contained the identification

numbers of 18,240 deceased physicians. One deceased doctor's identification number was used 484 times from 2003 to 2006 even though he died in 1999. The Medicare supplier that fraudulently used the number netted \$544,789.

The Associated Press reported that "Sellers of wheelchairs, drugs, and other medical supplies collected as much as \$93 million in fraudulent Medicare claims based on prescriptions from doctors who actually were dead, some for 10 years or more, a congressional investigation has found."

Outside of the context of the Medicare debate, opinions expressed by the Cato Institute do not necessarily reflect the opinions of Cary Hall or the HIA Network.

About Cary Hall -- Cary Hall is the president of Benefits By Design and the host of The Health Insurance Advocate Show. Cary has focused his company to be a consumer advocate organization. Cary is a top producer for Coventry Health Insurance, Blue Cross Blue Shield of Kansas City, Golden Rule, American Medical and United Healthcare. Cary is a member of the [National Association of Health Underwriters](#) and [The Greater Kansas City Benefit Professionals Association](#).

Contact:

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See other recent HIA press releases:

[The Health Insurance Advocate Announces Arbitron Ratings and New Radio Partner KGOZ AM](#)

[Barack Obama's Change Crushes Hope for America's Disabled](#)

[Health Insurance Radio Show Continues Climb in Arbitron Ratings](#)

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



Internet Domain Auction Threatens 285 U.S. TV Stations

Domain names using the call letters of 285 U.S. TV stations -- including major affiliates of ABC, CBS, NBC, and FOX -- will be auctioned to the public by GoDaddy.com over the next few days, according to an investigative report released by AndyPurdy.com.

Denver (PRWEB) July 18, 2008 -- Highly-prized 4-letter domain names using the call letters of 285 U.S. TV stations -- including major affiliates of ABC, CBS, NBC, and FOX -- will be auctioned to the public by GoDaddy.com between Saturday, July 19, and Wednesday, July 23, according to an investigative report released today by AndyPurdy.com.

The TV call-letter domain auction is the largest ever of its kind. Releasing the domains to anonymous bidders around the world may have a serious impact on how American broadcasters maintain their online identity, particularly in light of the upcoming switch to digital broadcast.

The call-letter domains represent some of the most successful broadcast stations in the country, including 2 NBC owned-and-operated stations -- WCAU-TV Philadelphia and WTVJ-TV Miami -- and 3 CBS owned-and-operated stations -- KPIX-TV San Francisco, KTVT-TV Dallas/Ft. Worth, and KCCO-TV Minneapolis/St. Paul.

All of the domains for public auction use the .TV top-level domain, so auction winners will lay claim to domains such as WTTW.TV (using the call letters of the famous PBS station in Chicago), WXIA.TV (the NBC station in Atlanta), and WDIV.TV (the NBC affiliate in Detroit).

Up for grabs are the call letters for 88 existing ABC stations, 78 CBS stations, 59 NBC stations (including a station that is no longer active), 56 FOX stations, 1 PBS station, 1 CW affiliate, 1 MyNet affiliate, and 1 low power station in Washington, DC.

The auction list of TV station domains includes nearly 100 broadcast stations in the top 100 TV markets. Featured throughout are stations owned by such media giants as Gannett Company, Sinclair Broadcast Group, Tribune Company, Media General, Allbritton Communications Company, The E.W. Scripps Company, and LIN TV Corporation.

For several of the broadcast companies, this would not be the first time they face losing control over online call-letter branding. Over the years, LIN Television, CBS, Capital Broadcasting, Viacom, Paramount, and others have filed complaints with the World Intellectual Property Organization (WIPO) to claim domains registered by unrelated parties.

All 285 domains are currently registered under the name of a Florida resident who has no apparent ties to the broadcasting industry. The domains are now set to expire later this month, most likely because the registrant failed to pay the annual \$39.99 renewal fee for each of the domains.

Ironically, it was the bulk expiration of the domains that led to the discovery of the call-letter trove by AndyPurdy.com. The sheer number of simultaneous registrations dispels any notion that it is mere coincidence

that the 4-letter combinations are identical to the call letters of 285 U.S. television stations.

According to GoDaddy's contract with the registrant, the well-known Internet registrar has the right to put the expiring domains up for public auction. There are 7 online auction sessions scheduled to automatically close at 7 different times between Saturday morning and Wednesday afternoon. Bidding for each domain starts at only \$10, and bids can be placed by anyone on the Internet until the posted deadlines.

Bids are already being placed anonymously on many of the domains. To prevent last-second preemptive bidding by aggressive bidders, GoDaddy extends each auction 2 minutes past the last bid. This gives any other bidder at least 2 minutes to post another bid, which, in turn, may further extend the auction.

Winners of the TV call-letter domains must in addition pay the one-year \$39.99 renewal fee for each domain acquired.

Also according to the GoDaddy.com contract, the current registrant retains certain rights even beyond the close of each auction. For a period of about 7 days after the auctions, the current registrant will still have the right to redeem and recapture any of the domains by paying a premium to GoDaddy.com. In those cases, auction winners would no longer be able to claim a domain, however, they would receive a refund from GoDaddy of monies advanced for the domain.

The report posted at AndyPurdy.com includes a complete list of all broadcast stations represented in the auction, along with links to 16 selected WIPO Arbitration and Mediation Center Administrative Panel Decisions that shed light on abusive registration of media-related domains.

The report also features an in-depth auction research tool listing the 7 auction sessions with links to bidding information for each of the 285 domains, and links to background information on each of the 285 broadcast stations.

Andy Purdy, publisher of the AndyPurdy.com site, served as the U.S. cyber security "czar" for two years in his role heading the Department of Homeland Security's National Cyber Security Division/US-CERT. Before joining DHS in 2003, Mr. Purdy served as a member of the White House staff and helped to draft The National Strategy to Secure Cyberspace. AndyPurdy.com derives no income from the sale of any domains listed and has no financial interest in the domains or corresponding stations. Also, AndyPurdy.com cannot guarantee the accuracy of any of the information provided in the report, as all of the auction-related data may be subject to change without notice. Comments and suggestions from members of the broadcasting industry are most welcome.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



On-Site Shred to Offer Community Shred Days throughout The Woodlands

After popular demand, Houston's on-site paper shredding leader invites members of the Greater Houston area to join them every Saturday for community shred days. On-Site Shred will be offering professional shredding services and security advice at the Woodland's Shopping Centers.

Houston, TX (PRWEB) July 18, 2008 -- On-Site Shred is pleased to announce that its pulverizing paper shredding technology will now be available to community members seeking protection against identity theft. On-Site Shred, who primarily does business with companies requiring secure on-site document shredding of large amounts, will begin a weekly campaign at local shopping centers to introduce professional shredding services to those who require personal documents (such as cancelled checks, bank statements, pay stubs) to be destroyed.

The events will take place at different Woodlands' village shopping centers every Saturday from 9:00am until Noon. Interested parties are encouraged to contact the On-Site Shred Office at 281-292-2280 to find out which week said services will be available at their nearest shopping center. There is a nominal \$7.00 charge per box for standard file boxes, and \$10.00 charge per box for large legal size boxes. Prospective shredders need not inconvenience themselves by removing paper clips, binder clips, or other fasteners. The environment of these events will be one that fosters and encourages interested parties to ask the expert employees about the benefits of document destruction and the misconceptions about home shredding security.

These Saturday events are intended to raise the public awareness of the growing number of identity theft cases and fraud due to improper home disposal of secure documents. The more informed the public is on the ways that identity theft can happen, the harder it is for thieves to be successful.

Why On-Site Shred?

Unfortunately, shredding machines that are purchased for home use, while seemingly effective, are consistently being shown to deconstruct your documents only to be easily reassembled. It is this misconception that motivates On-Site Shred's chief aspiration to ensure the total security of their customers. They've therefore adopted destruction methodology that yields the smallest and most secure shred size in Greater Houston, while still abiding by their unmatched sustainable environmental business philosophy. Central to On-Site Shred's holistic business philosophy is the integrity and professionalism of each employee. Employees of this company necessitate the perpetual sharing of their market's information and current events, which is why their website, www.shreddinghouston.net], houses an inordinate collection of informative articles and resources.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Free California Court Summons Help Center Website

Finally! A website dedicated to providing consumers with accurate and free court summons response information.

Los Angeles, CA (PRWEB) July 18, 2008 -- Right Triangle Mediation and American Mediation of Los Angeles County has launched a new public service website, www.SummonsHelp.com. In an effort to help consumers properly answer their court summonses and minimize the number of default judgment granted in plaintiff's favor, SummonsHelp.com, provides free information for in pro-per (not represented by an attorney) defendants on how to properly file an answer to their lawsuits. The site is equipped with a talking avatar and guides you through all the questions. After filling out a short form, the respondents will receive a call from a live person who will advise them of the best solution to their case. Whether it is hiring an attorney or settling the case, American Mediation staff will guide the consumers through the whole process. They will even supply the forms necessary to file an answer with the court, including the fee waiver form.

"We are not attorneys and we do not give legal advice, but every civil case has the opportunity to be settled before it gets in front of the judge," said Alex Dukhovny, President and CEO of Right Triangle Mediation and SummonsHelp.com. "In most cases the public only has 30 days from the receipt of the summons to file a response; however, there is very little information out there on how to properly accomplish that. This website will not only give the proper 'how to' information [to the consumers] regarding the summons answer issues, but also educate the general public about the affordable and guaranteed Alternative Dispute Resolution available to everyone."

Alex Dukhovny has long been a believer in Alternative Dispute Resolution and between running successful mediation companies and providing international relation advice to a newly found non-profit organization <http://www.AnotherJoyFoundation.org> [Another Joy Foundation], he is always thinking of revolutionary ways to assist people from all walks of life with their dispute resolution needs.

SummonsHelp.com is free and will remain free for as long as the public needs it. This is just another way in which companies like Right Triangle Mediation and American Mediation give back to the community. If you got a court summons and do not know what to do next, this is your answer.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Identity.net Builds Momentum with Strategic New Hires

The company adds two senior executives to its team of identity experts

Bellevue, WA (PRWEB) July 17, 2008 -- Identity.net today announced the addition of two senior executives - a move that signals the company's commitment to give consumers from around the world control of their identity and reputation.

Alan Steele was named Vice President of Engineering and will be responsible for product development. Frank Paterra will serve as Executive Vice President of Operations. The additional talent will accelerate programs for the adoption of Identity.net by consumers around the world to build and share their reputation, navigate the web with greater ease, and safely share information over the internet.

"I am excited to have talent of this caliber coming on board just as we launch Identity.net. These additional hires understand the importance of evolving the internet to one that is safer to use, more convenient, and more user-centric." concluded Rob Monster, Co-Founder, Chairman and CEO.

"With Alan and Frank taking leadership roles at our company, we have the ability to execute and scale our business growth strategies and deliver superior solutions with Identity.net," said Co-Founder and President Jim Adler. "They know the consumer market, are very familiar with identity protection and security, and understand why consumers want to take control of their identity and reputation."

Alan Steele is a startup veteran with over 15 years of experience at Avogadro, Viathan Corp., eRoom Technology and Midnight Networks. Alan was most recently the Founder and CEO of Mergelab, a Seattle-based startup that developed technology for merging user profile and identity information and aggregating feeds of information from user contacts. Prior to founding Mergelab, Alan was SVP of Products at Jobster where he built an unrivaled technical team in Development, Product Design, Operations and QA. At Jobster, Alan integrated the acquisitions of WorkZoo.com and Jobby, growing Jobster's consumer destination to over 1 million unique visitors/month. He received his BS in Writing and Computer Science from M.I.T.

Frank Paterra brings a strong background in business process, product management, operations and corporate acquisitions. Prior to joining Identity.net, Frank was most recently Vice President of Corporate Development responsible for the acquisition of SmartShopper and served as general manager while at Zango, an online media company. Previously, Frank founded Fluency Software which provided services and software products to the enterprise software market. Prior to Fluency, Frank worked for Rational Software as the general manager of the Rose Business Unit, responsible for one fourth of the company's revenues. Before this he worked with NASA to develop artificial intelligence systems to aid in the development and operation of satellites.

Frank has published over 20 technical articles. He received his BS in Computer Science from Frostburg State College and his MS and PhD degrees in artificial intelligence and high speed network protocol development from Old Dominion University.

About Identity.net

Headquartered in Bellevue, Washington, the company's mission is to put consumers firmly in control of their online identity and reputation. The Identity.net (formerly Demoxi) software is built on 50 issued patents and 10 years of advanced research in the fields of cryptography and online identity. For more information, visit www.identity.net.

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77 Percent of Americans Concerned About Their Online Image

- 3 in 4 Americans admit to judging others solely based on their online material, yet 27 percent regret posting material online - Personal websites offer a more accurate and controlled online image

Philadelphia, PA (PRWEB) July 16, 2008 -- Over three-quarters of Americans (77 percent) admit to having concerns about how they appear online as a result of personal material placed on the Internet (i.e. blogs, photos, Facebook profiles), according to a study conducted by MaCorr Research and released today by 1&1 Internet Inc., the world's largest web host. A survey of 1,006 US consumers(1) also found that 27 percent have regretted posting material about themselves online, yet 76 percent of Americans admit to judging individuals solely based on their material online. Over half (58 percent) of Americans now routinely 'Google' new people they meet. Another survey of 700 people who publish their own personal website(2), as opposed to just social networking, found that 85 percent believed this offered more control over their online image, and 77 percent saw their website as providing a better impression than social networks such as MySpace or Facebook.

The '1&1 Online Identity Survey' found that an astonishing 77 percent of the American public express some degree of concern regarding the issue of 'online identity.' Significantly, the majority of Americans, 89 percent, now believe there to be personal material (such as photos, blog entries, Facebook profiles) relating to them on the Internet. Over 30 percent of people have been embarrassed by what others have published online. Almost 1 in 5 (18 percent) of Americans believe their online image gives an inaccurate portrayal of themselves, with some 27 percent later regretting posting material online.

Despite the level of regret, concern and misrepresentation, Americans still use the Internet to search and quickly judge other individuals. Over half (58 percent) admit to doing a search of people they meet online, whether it be for social reasons, job applicants, work contacts, romantic suitors or potential roommates. More than 75 percent of people judge others solely based on the material online, and believe that you can make a reliable assessment of a person from this. Some 67 percent of Americans recognize that an online image is something that needs to be carefully managed and accurate.

However, it is not all bad news when it comes to how we manage our online image or identity. When asked the best method for accurately controlling and managing online identity, 70 percent of Americans responded 'having your own personal website' as one of the top methods. A further survey of 700 people who publish their own personal website, as opposed to just social networking pages like MySpace or Facebook, found that 85 percent felt significantly more in control over their online image using this medium.

Some 85 percent of people using a personal website believe that their website has given them a positive online image, and 80 percent agree that their resultant online image accurately represents them. Significantly, 77 percent stated that their website has created a more positive overall online image for them than a social networking page could. The research lends weight to the argument that personal websites can be a useful means to generate or make modifications to an online identity.

Oliver Mauss, CEO of 1&1 Internet Inc. said, "Americans clearly recognize the growing role of online image. As the Internet continues to become a common method of posting and searching about people, it is becoming increasingly important for individuals to manage how they are represented online. Controlling the material published is crucial; therefore having your own website is a secure way to manage your online identity."

Of the personal publishers, three-quarters (75 percent) view their websites as an enjoyable activity, and some 85 percent believe it has made a positive contribution to their lives. Mauss added, "Now that web hosts provide the tools for all levels of users to easily develop and publish a personal website, many people are taking advantage of this opportunity. Personal website publishing is an enjoyable activity and the uses of it are endless; from a career portfolio site displaying your resume to a space to share hobbies and photos. Personal websites offer the high level of control and security that social networking sites do not."

As the world's largest web host, 1&1 offers a comprehensive range of web solutions including domain name registrations, web hosting, email solutions, dedicated servers, and eShops.

For more information on 1&1 Internet Inc., visit the website at www.1and1.com.

About 1&1 Internet Inc.:

1&1 Internet Inc. is a subsidiary of United Internet, a profitable public company with a market cap of \$5 billion. 1&1 was founded in 1988 and hosts more than 10 million domain names, while more than 55,000 servers run in the company's five state-of-the-art data centers. 1&1's global community is over 7 million customer contracts strong. The company's U.S. headquarters is located in Chesterbrook, PA. For more information, please contact the company at www.1and1.com or 1-877-461-2631.

- (1) 1,006 US adults 18-65, who are aware of information about them online, interviewed by MaCorr Research during June 2008
- (2) 709 US personal website owners surveyed via electronic feedback form in June 2008

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German Court Case Proves that Global Banks Need to do More to Protect Account Holders from Online Criminals

TrustDefender fills the gap that current security solutions leave, whilst providing a collaborative platform between the financial institution and the consumer.

Munich Germany (PRWEB) July 16, 2008 -- A German court has ruled that banks are liable for online fraud losses and cannot shift this burden to consumers. Although this ruling is just the first of such instances, it demonstrates that the security state of a consumer's PC is a key element in the whole security approach when doing online banking.

Currently, the banks like to hide this fact in their 'security information pages' where they generally describe what a consumer should do to protect their money. However, this does not seem to be enough.

Why? Because the court case revealed that the customer, who did have a paid version of anti-virus software installed, still had his computer compromised by up to 14 various pieces of crime ware including a key logger. In addition, this person lost €4100 EUR when transferring money using the TAN one time password system.

The issue is that banks and consumers need to realise that online criminals are highly sophisticated and have developed crime ware beyond the general phishing techniques that are commonly used to scam consumers. In most cases the sophistication of the Trojan is impeccable and will both beat and hide from traditional Anti-virus technologies. In this case, the crime ware was a highly sophisticated Trojan which was successful in achieving its goal.

The fundamental issue is that the current security paradigm by the banks of 'we will secure our end, and the consumer needs to protect his end' simply does not work any more.

There is an undeniable need for a collaborative platform for consumers and banks.

TrustDefender, a leading Online Transaction Security Solution, has been designed to enable banks to secure online transactions beyond the IP address, right down to the computer or PC, prior to the account holder logging in and during the overall online transaction period.

In addition, the consumer or account holder can always access their account, in a secure manner, even if their Anti-Virus is not up to date or switched off, if their firewall is switched off or even if crime ware or keyloggers are on the computer, because TrustDefender is always protecting them.

How can TrustDefender do this when no other security solution can?

TrustDefender's unique online transaction security software utilises a whitelisting approach to detect dangerous applications including crime ware while suspending these applications before and during an online transaction, thus keeping the transaction safe - no matter what.

In addition, TrustDefender uses its in-built and highly sophisticated kernel forensics engine to make sure that the windows kernel (that is increasingly being penetrated by sophisticated rootkits) is not compromised.

More importantly, TrustDefender is complementary to the account holders' existing security software and will enable the bank to provide alerts to the account holder via the bank's online banking website should crime ware be detected, or if the computer does not meet the security policies for online banking.

This can be done silently - as a real-time risk analysis - through the TrustDefender Enterprise Server's Risk Score. This is evaluated even before a customer logs in and as such can provide a never-before-seen level of security

Prof. Dr. Martin Schottenloher, who heads up the European Operation for TrustDefender, said today, "This issue intensely highlights the fact that online criminals are stepping up their talents and efforts and are now dramatically increasing their sophistication in order to beat ageing security technologies and methods. This is exactly the reason why we developed TrustDefender."

"Even if the account holder's computer has all the traditional security software installed and running yet (as is becoming increasingly common) still finds itself compromised by one or more of today's increasingly sophisticated Trojans or other crime ware, TrustDefender will detect and secure the account holder before login and during the transaction," he added.

Prof Schottenloher further stated, "Account holders like the convenience of online banking and are usually non-tech-savvy plus time poor, so we wanted to provide a solution that will secure the account holder who is usually in a hurry - even if there is a possible crime ware application that has found its way onto a customer's computer. The customer can rectify the problem later by taking their computer to a qualified computer technician, while the bank can now advise the customer that there is a piece of crime ware residing on his or her computer and that this needs to be fixed."

TrustDefender is a collaborative technology which uniquely provided customers with the ability to become aware of the security health of their computer when transacting online, remain secure before login and during a transaction whilst simultaneously allowing financial institutions to maintain consumer confidence, become aware of potential threats and reduce exposure to crime ware risk.

About TrustDefender: TrustDefender is a worldwide leading provider of 'On Demand Endpoint Security Solutions' to safeguard online business transactions. With its Guaranteed Authentication Program (GAP) protection, TrustDefender is able to guarantee the authenticity of a website. The secure lockdown, safe & secure mode, two factor authentication and the TrustedSurfing database complete the holistic security solution.

TrustDefender employs an enhanced sophisticated 'Rootkit' detection technology and 'Kernel Forensics Engine' that will detect, isolate and secure the PC from highly sophisticated Trojans, viruses and other malicious software during online transactions.

The detailed forensics and intelligence of the TrustDefender system make it the only solution capable of truly 'protecting' consumers and banks, financial institutions, eGovernment and online merchants against the undetectable and harmful crime ware that is constantly appearing to threaten the online environment.

The secure policy engine allows online businesses to educate and enforce the compliance of a home user's PC to their security policies. TrustDefender is the world's first security solution which enables online businesses to integrate the home user's PC into the overall security solution.

For more information visit: www.trustdefender.com.

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