

## MEDIA ALERT

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## BasePoint's New Identity Theft Risk Survey Empowers Consumers Before Black Friday and Holiday Shopping Season

### WHAT:

A new Identify Theft Risk Assessment is now available FREE to consumers who want to understand if they are at risk for identity theft. The online survey empowers consumers by calculating their individual "risk score."

An individual's "risk score" is based on current behaviors and past experiences. In addition to the risk score, consumers learn the top factors underlying their risk level, and receive a list of key actions they can take to better secure their identity. The 10-question survey takes less than one minute to complete. No personal contact information is collected.

### WHY:

Black Friday is November 28, 2008 and historically marks the single busiest holiday shopping day for retailers. It also makes consumers increasingly vulnerable to becoming victims of **identity theft, the fastest-growing crime in North America**. Whether shopping online or in brick-and-mortar stores, consumers' risk of having their identities stolen this holiday shopping season is expected to be greater, as white collar crime traditionally increases during challenging economic times.

### WHO:

The fraud scientists at BasePoint Analytics developed this survey to further their mission to combat fraud. Tim Grace, CEO, BasePoint, can share industry statistics and discuss the importance of consumers knowing their risk of identity theft.

### WHERE:

Risk scores can be obtained 24/7 by completing the free survey at <http://www.basepointanalytics.com/myrisk/>.

### About BasePoint

BasePoint Analytics is a leading provider of predictive analytic fraud and risk management solutions for global banks, the mortgage industry and consumers. Using proprietary pattern-recognition technology, BasePoint quickly identifies potentially fraudulent or high risk activity, minimizing losses while accelerating the processing of non-risky records. The company's fraud experts have deep, real-world domain expertise and have successfully solved fraud and risk challenges for many high profile lending institutions. BasePoint works with industry-leading customers in mortgage origination, investment banking, payment cards and consumer services. BasePoint clients achieve dramatic improvements in fraud and loss



detection performance using a predictive analytic approach rather than traditional methods. BasePoint is headquartered in Carlsbad, California. For more information, visit [www.basepointanalytics.com](http://www.basepointanalytics.com) or call 1-760-602-4971.

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