

NEWS RELEASE

Media Contacts:

Debra Rothrock
BasePoint Analytics
760.602.4971 x125
drothrock@basepointanalytics.com

Gina Ray
PowerMark
949.370.0941
gray@thepowermarkgroup.com

BasePoint™ Announces Availability of Free Identity Theft Risk Assessment

World renowned fraud experts team with LifeLock® to shield consumers from identity theft

CARLSBAD, CA – October 29, 2008 – BasePoint Analytics®, a leading provider of scientific fraud and risk analytic scoring solutions, today announced the availability of the BasePoint Identity Theft Risk Assessment. The free analytic assessment, which takes just minutes to complete, is available 24/7 at www.basepointanalytics.com. Instant results include a personalized risk score, which indicates a U.S. consumer's risk of identity theft based on current behaviors and past experiences. In addition to the risk score, consumers learn the top factors underlying their risk level, and a list of key actions to take to better secure their identity.

BasePoint chose LifeLock®, the industry leader in identity theft protection, as the ideal partner for combating the \$1.2 billion cost of identity theft experienced by Americans annually, which is especially important during these times of economic difficulties and prevalence of fraud.

“BasePoint applied its predictive pattern-recognition technology and knowledge to create this unique assessment of identity theft risk. This same approach has been proven to precisely identify high risk payment transactions and mortgage loans, preventing billions of dollars of fraud losses for leading financial institutions globally,” said Tim Grace, President and CEO of BasePoint Analytics. “We’re excited to partner with LifeLock, the leading provider of an Identity Theft Prevention Service that automates many of the preventative steps our assessment recommends. Together we can identify the risk of identity theft and help prevent it.”

“Through this assessment, consumers will have a clear look into their risk of becoming an identity theft victim and understand the value true protection provides,” said LifeLock CEO Todd Davis. “Our partnership with BasePoint also allows us to provide the earliest warning sign available for individuals concerned about this crime. The Identity Theft Risk Assessment is just the first in a series of enhanced capabilities BasePoint and LifeLock will bring to market together.”

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 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 or call 1-760-602-4971.

About LifeLock®

Founded in 2005, LifeLock works to close many of the doors identity thieves go through to misuse personal information. Closing in on 1.5 million members, LifeLock has earned multiple awards, including the Red Herring 100 Global Award as one of the Top 100 start-ups in the world. LifeLock was the recipient of two American Business Awards for advertising in 2008, and most recently, garnered an additional award honor for advertising from the International Business Awards. LifeLock representatives are available to assist members 24 hours a day, seven days a week from the company's secure facility in Tempe, Ariz. LifeLock (www.lifelock.com) is a private company backed by Goldman Sachs, Kleiner Perkins Caufield and Byers, as well as Bessemer Venture Partners.

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