



# Merchants

INFORMATION SOLUTIONS, INC.

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## **MERCHANTS TEAMS WITH DESERT HILLS BANK AS THEY SAY "THANK YOU" TO VALUED CUSTOMERS**

*Affiliation Brings Valued Desert Hills Bank Customers Complimentary  
Identity Theft Recovery Options*

PHOENIX, ARIZONA (September 28, 2006) – Merchants Information Solutions today announced a partnership with Desert Hills Bank to provide a new identity theft resolution program to a valuable segment of their customer base.

The program, called Merchants Recovery Care, is a one-of-a-kind service designed to comprehensively manage the process of recovering from identity theft, and return the victim's identity to pre-event status. This service is supported by a professionally trained, Personal Recovery Advocate assigned to manage the case and take care of all the necessary research, phone calls, letters and follow up necessary to restore one's identity.

Desert Hills' decision to add the Merchants Recovery Care program to their current portfolio of products allows them to offer their valued clients multiple options and solutions in responding to the increasing epidemic of identity theft. Merchants also provides individuals and families with access to credit reports, credit monitoring and alerts as well as identity theft expense reimbursement.

"We are excited to offer our customers a product of this quality, we will be including a complimentary version to our customers who are enrolled in The Silver Privilege Program. The Silver Privilege Program is a package that is offered exclusively to those over 50 years of age. Of course the Identity Theft Recovery Program will be available to all of our customers," said Tom Rudzki, CFO of Desert Hills Bank. "This partnership with Merchants Information Solutions is a clear win for us because it allows us to bring this identity theft solution product to people right here in Phoenix and across the State, further protecting them from fraud and identity theft."

According to the Federal Trade Commission, 49 percent of identity theft is related to a financial instrument such as credit/debit cards, checking/savings accounts, loans, and other products.

"The comprehensive identity theft program solution being offered by Merchants to Desert Hills Bank clients focuses on helping increase customer



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retention while helping our clients fight identity theft," said Paula Stears, VP of Marketing for Desert Hills Bank. "This is another cutting edge and quality product that provides an important and timely value for our clients."

Russ Johnson, President for Merchants Information Solutions states that their expertise is supported by the fact that they have already helped solve more than 29,000 cases of fraud – including medical, public records, identity theft and credit card fraud since 1990 on an individual consumer basis.

"Our innovative identity theft solutions, coupled with partnerships such as the one with Desert Hills Bank, will greatly expand our reach, helping tens of thousands more people who suffer from identity theft and get them back on the road to recovery."

#### About Desert Hills Bank

Founded with an emphasis on relationship business, Desert Hills Bank affords busy professionals and businesses with all the products of a large bank, yet offers the personalized customer service and tailored products to meet their individual needs. Since opening in November 2000, the Bank has been committed to providing the highest quality of service to its community and clients. Rare for most community banks, the Bank boasts among its leadership more than 170 years of expertise in real estate lending, commercial lending, private banking and business-to-business transactions with a proven record of stability. This locally owned and operated Bank also features advantages unique to its competitors such as a focus on small-business banking, typically lower service charges, consistently more favorable interest rates and old-fashioned one-on-one customer service. The Bank has grown to five locations including Phoenix, Prescott, Sedona, Village of Oak Creek and Sun City with assets just under \$400,000,000. For more information about Desert Hills Bank, please visit [www.deserthillsbank.com](http://www.deserthillsbank.com).

#### About Merchants Information Solutions, Inc.

Phoenix-based Merchants Information Solutions, Inc. has been in business since 1912, and is a privately held Phoenix-based company with more than 2,600 business clients. Merchants is a nationally recognized consumer and business credit information company focused on corporate risk reduction. The company provides consumer, business, and mortgage credit information, employment, resident, background screening services, identity theft management solutions and full-service collections services. For more information about Merchants Information Solutions, please visit [www.merchantsinfo.com](http://www.merchantsinfo.com).