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Chrysler Service Contracts partners with Merchants Information Solutions, Inc. to offer SmartIDentity to Service Contract Customers

Chrysler Service Contract Customers Can Now Respond To ID Theft Related Events Through One Of The Most Comprehensive Protection And Recovery Solutions Available.

Rochester Hills, MI and Phoenix, AZ - 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,



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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**.