



Delivering World-Class Identity Theft &
Background Screening Solutions

Press Release --- For Immediate Release

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Merchants Information Solutions and BBB Provide Free Shredding Services on October 23rd

Phoenix area consumers and small businesses are invited to shred confidential documents and learn more about ID Theft prevention

PHOENIX, Oct 14, 2010 – According to the Federal Trade Commission (FTC), Identity theft was the number one complaint category for calendar year 2009 and that 10 million Americans have their identities stolen each year. The FTC also reported that the **state of Arizona has the second highest per capita rate of reported identity theft complaints.**

To help consumers fight against identity theft, Phoenix based Merchants Information Solutions, Inc. (Merchants) has teamed up with the Better Business Bureau (BBB) to host a **free** Secure Your ID Day shredding event on Saturday, October 23, from 9 a.m. to 11 a.m. in central Phoenix.

Merchant Information Solutions, Inc., a BBB Accredited Business dedicated to delivering world-class identity theft and background screening solutions, is sponsoring this year's BBB event at its corporate offices located at 301 E. Virginia Avenue (and 3rd Street) in Phoenix. Consumers can bring up to three boxes of paper documents to shred on site by TNT Shredding and EZ Shredding Solutions. In addition to free shredding, the public can also bring used cell phones to be recycled by Wireless Alliance.

"We often forget how much personal information is left behind on our old cell phones," said Matthew Fehling, BBB President/CEO. "The combination of being able to shred sensitive documents and properly recycle old cell phones for free is something every individual should be interested in. It is never too late to start guarding yourself from identity theft."

"Identity theft is a serious problem and we are thrilled to team up with the BBB to support ID Theft education and awareness and sponsor the October 23rd BBB Secure your ID Day shredding event," said Russ Johnson, President and CEO of Merchants. Johnson also said that "consumers and small businesses are invited to take advantage of our free shredding event and ID Theft educational material to help prevent sensitive consumer, customer and employee information from falling into the wrong hands."

According to Mark Pribish, Vice President and ID Theft Practice Leader at Merchants, "Small business ID Theft has become an emerging risk management issue for small businesses and that the Merchants/BBB Secure your ID Day will be handing out a free whitepaper titled **Small Business ID Theft and Fraud** to help businesses with data privacy, information security and governance, and new regulatory requirements."

Merchants was one of the first ID Theft and Background Screening companies in the United States to offer a NO-COST ID Theft consumer solution through its B2B ID Theft recovery program. Merchants is nationally recognized for providing its SmartIDentity recovery services to over 4 million consumers. Merchants was also the first company in the United States to offer a comprehensive small business ID Theft solution for small businesses.

For more information on the October 23rd Secure Your ID Day event, contact BBB Foundation at 602-264-2864 or visit arizona.bbb.org/id-day. -30-