



*Press Release --- For Immediate Release*

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**Protection Against: A Busted Water Pump, A Blown Transmission, A Stolen Identity.**

***FBI Says an ID Theft Is Fastest Growing Crime: 13 IDs Stolen Every Minute in the U.S.***

**Phoenix, March 10** -- Auto Services Company, Inc. (ASC), a nationally recognized vehicle service contract provider, has chosen the leader in identity theft recovery and prevention, Merchants Information Solutions Inc. (Merchants), to ensure that potential stolen identity incidents will not leave ASC customers alone and stranded.

Effective immediately, all new Auto Services Company service contracts will have the additional benefit of Merchants' identity theft restoration services, giving customers peace of mind beyond ASC's renowned coverage against costly auto repair. ASC customers will be provided ID theft recovery protection regardless of how their ID was stolen.

Merchants, a leading provider of identity theft prevention and restoration services, was selected for its reliability and expertise in combating our nation's fastest-growing crime. More than 13 identities are stolen every minute in the United States, according to the FBI.

"Our customers are everything to us and protecting them is at the heart of our business. We researched the industry from top to bottom and chose Merchants Information Solutions because of their reputation for excellence, longevity in the marketplace and the fact that they really understood our particular needs," said Terry Small, Director of Operations, ASC.

Without vital coverage, ID theft victims can spend hundreds of hours and thousands of dollars just to recover their identity.

"ID theft restoration protection is a huge and critical need in the world of high-tech and social engineering and the criminals who use it to steal personal information," according to Mark Pribish, Vice President and ID Theft Practice Leader, Merchants. "The courts are making organizations pay out huge sums relating to data breach events where business is unable or unwilling to protect customer and employee information."

Pribish, who is invited to speak throughout the United States as a subject matter expert on ID Theft and Information Security risk management, noted that no one company can guarantee protection from a data breach from ever happening, and that the sooner businesses understand this fact the sooner businesses will be able to improve their information security.

By protecting its customers with ID theft recovery, ASC also is taking a big step in protecting its business – not only in direct costs from a potential ID data breach, but in bad press and ruined customer relations, which can be devastating to any organization.

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"We commend ASC for adding this important protection for their customers and their business. At the same time we are quite proud that we were chosen because ASC's search for an ID theft protection partner was very extensive," said Russ Johnson, CEO of Merchants.



Every ASC agreement will continue to offer 24-hour roadside assistance, including emergency towing, battery jump-start, flat-tire assistance and fuel delivery. And now, in addition to vital protection against major mechanical expenses, all ASC customers will be covered against identity theft.

All customer questions and ID Theft services are handled by a toll-free service, eliminating costly out-of-pocket expenses.

### **About ASC**

Since 1986 known as “The Best Value in the Warranty Industry,” Auto Services Company continues to be the choice of successful dealers. We offer unmatched personal service, reasonable rates and the flexibility to allow dealers to succeed in today’s ever-changing market. Auto Services Company’s strategy is to align with a select portfolio of Dealers and Finance companies that are leaders in their markets with a unique variety that will assure opportunity, security and peace of mind for our customers.

For more information, call ASC at 1-800-442-7116.

### **About Merchants**

Merchants Information Solutions, established in 1912, can aid in the prevention, detection and mitigation of identity theft, including data breach. We also are a nationally recognized provider of Background Checks and Screening solutions for pre-employment and resident screening. For nearly a century, Merchants has been providing consumers and businesses alike the credit reports, ID theft protection and other information they need to stay atop an ever-changing world.