



## Press Release

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Joint Release:

**NXG Strategies, LLC**  
**Merchants Information Solutions, Inc.**

For Immediate Release

April 21, 2009

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### **First Comprehensive Business ID Theft Program in the United States Launched By NXG Strategies & Merchants Information Solutions**

Orlando, Florida – Risk Insurance Management Society 2009 Conference - NXG Strategies, LLC (NXG) a nationally recognized marketing and consulting organization in the emerging industry of Identity Theft Protection and Restoration Services and Merchants Information Solutions, Inc. (Merchants) a leading provider of low-cost Identity Theft Protection and Recovery Solutions have announced the launch of **IDSafeBiz – a comprehensive fully-managed Business ID Theft and Fraud Recovery Service, in response to the increasing epidemic of criminals stealing business identities.**

According to Scott Smith, President of NXG Strategies, “**IDSafeBiz** is the first comprehensive Business ID Theft program in the United States that will help mitigate small business risk by offering three critical business ID Theft and Fraud services including:

- Fully-Managed Restoration Services - for a Small Business ID Theft and Fraud Event
- Breach Response Services - when a Small Business experiences a Data Breach
- Principals/Officers Identity Theft Recovery - for all Principal Owners and their Titled Officers when ID Theft personally affects their individual name.”

“**IDSafeBiz** is designed to respond to fraud that involves the use of a company’s name, address, tax identification number, bank accounts, credit cards, business credit information, purchase orders and other identifying information without the knowledge or consent of the business principals,” stated Jim Collard, Vice President of Operations for the Merchants ID Theft Recovery Center.

Collard, who has over 25 years of business credit experience and led the development of the **IDSafeBiz** recovery infrastructure, said that “because of the focus on consumer rights, businesses affected by ID Theft have considerably less protection than individual victims of Identity Theft. And yet the effects for a business can be more dramatic.”

One of the primary components of **IDSafeBiz** is to provide a small business access to high-quality professionals that they can’t afford to have on staff who will provide immediate response to identity theft and breach issues that pose a threat. The Business Recovery Advocates, who are trained in Business ID Theft and Fraud Recovery, will research all identity fraud incidents and work with creditors, government agencies, and business credit reporting services for the misuse of a company’s name, tax identification number and other company identifiers.

The Business Recovery Advocates will also work with the individual principals and officers of a small business, to provide personal ID Theft recovery services – since the personal credit of many small business owners is directly related to the business entity.

Russ Johnson, Merchants President & CEO, said that “Small businesses are more at risk than big businesses, because of limited financial and information technology resources. **IDSafeBiz** will allow small business executives to focus on making their business successful as opposed to being distracted by the challenges of recovering from a Business ID Theft and Fraud event”, said Johnson.

“IDSafeBiz will be delivered to small businesses through their relationship with financial institutions and other organizations as part of a new patent-pending group benefits program”, said Smith. “IDSafeBiz will fill a gap that regulators have noted as a deficiency in identity theft protection required by the recent Red Flag legislation, and at the same time provide peace of mind to small business owners, at a truly nominal cost. This has never been done before.”

## **About NXG**

NXG Strategies, LLC, is a pioneer in identity theft resolution services and a national authority on identity theft and corporate information breach. Founded in January 2005, NXG Strategies has developed the IDSafeChoice suite of products and programs to help financial institutions and other organizations provide their consumers and businesses with the highest-quality identity theft resolution and identity protection services at the best possible prices. NXG provides the most comprehensive, unique and high-value offering to combat identity theft in the nation with hundreds of clients and millions of program participants. For more information about NXG Strategies, visit [www.nxgstrategies.com](http://www.nxgstrategies.com).

## **About Merchants**

Founded in 1912, Merchants is a leading provider of low-cost identity theft protection and recovery solutions, helping to support the risk management objectives of financial institutions, associations, employer groups, and the automotive industry, by offering revenue opportunities through fee-based subscription services. Merchants also has a robust line of on-demand background screening solutions empowering pre-employment, tenant screening and behavioral physiological assessment clients to instantly assess candidates in minutes. For more information, visit [www.merchantsinfo.com](http://www.merchantsinfo.com).

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