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For Immediate Release

CUSTOMER DATA BREACHES WILL BE FOCUS OF IDENTITY THEFT ASSISTANCE CENTER FORUM

WASHINGTON, DC, October 5, 2006— The Identity Theft Assistance Center (ITAC) has worked with financial services companies for over two years to address the complexities arising from illicit use of stolen customer data. ITAC will share its expertise, together with outside experts, in a forum, **“Data Breaches: Preparation, Communication and Response,”** to be held on November 16 and 17 at the Fairmont Hotel, 2401 M Street NW, Washington, DC.

The forum brings together industry experts, top analysts, Congressional staff, expert communicators and attorneys. Featured speakers include Lydia Parnes, Director of the Federal Trade Commission’s Division of Consumer Protection and keynoter Leigh Williams of Harvard University’s Mossavar-Rahmani Center for Business & Government. Topics include:

- Data breach fact vs. fiction
- What breaches really mean to consumers and to you
- Data breach management
- Crisis communication essentials
- The latest in legislation and regulation.

This is a one-of-a-kind opportunity to learn how to protect your customers and your brand and will be of special interest to business executives and government affairs, public relations, legal and compliance professionals.

For details, call the Santa Fe Group at 505.466.6434, or to view a full agenda and to register online, paste this address into your browser:

<http://guest.cvent.com/EVENTS/Info/Summary.aspx?i=8792b9a0-5670-4201-a5f7-83c32f0c7e5c>

About ITAC

The Identity Theft Assistance Center (ITAC) (www.identitytheftassistance.org) is a cooperative initiative founded by the financial services industry that now welcomes companies in other industries targeted by identity thieves. Since it was established in August 2004, ITAC has helped thousands of consumers restore their financial identities. ITAC shares information with the Federal Trade Commission's Consumer Sentinel database, which can be accessed by more than 1,000 law enforcement agencies nationwide. Part of the ongoing industry focus on combating fraud and identity theft, ITAC is run by the Identity Theft Assistance Corporation, a not-for-profit membership corporation sponsored by The Financial Services Roundtable and BITS.

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