

## RIPROK ANNOUNCES “RED FLAG RULES” COVERAGE FOR AUTOMOBILE DEALERS.

Seattle, WA February 8, 2008 – RIPROK, the leading provider of insured Identity Theft solutions in the retail automobile industry, today announced additional RED FLAG RULES coverage for dealers enrolled in their Guaranteed ID™ program.

On January 1, 2008, new legislation went into effect that requires financial institutions, which includes auto dealers, to implement an “Identity Theft Prevention Plan”. The new legislation, Section 114 of the Fair and Accurate Credit Transaction Act (FACTA), commonly referred to as “Red Flag Rules”, requires dealers to implement procedures to detect when a person is using false information to purchase a vehicle, what to do when the situation occurs and notify the person whose information was used by the identity thief.

“Basically, dealers need to detect an identity thief, deal with the culprit and then notify the person whose real identity was stolen. If they don’t, they can possibly be held liable for damage done to the person whose personal information was compromised,” said James Green, President of RIPROK. “Our new Red Flag Coverage significantly decreases the amount of time, effort and expense dealers with face due to these new rules.”

A pro-active and turnkey solution, RipRok’s Red Flag Coverage provides dealers with a customized automobile dealership Identity Theft Prevention Plan, plus the following benefits:

- Identity Theft Awareness (ITA) training for dealership personnel.
- Point of Purchase materials to inform customers.
- Notification on behalf of the dealer to the person whose information was used at the dealership.
- Enrollment of affected person in RipRok’s Identity Monitoring Service.
- Fully Managed Recovery and Restoration should the affected person become a victim of an identity theft event.

“This new coverage combined with our best in class Identity Theft program, Guaranteed ID™, provides dealers with a comprehensive solution to battle Identity Theft, while at the same time ensuring their customers will be able to come back in few years and sign on the dotted line for their next vehicle.”

### **About RipRok**

RipRok is the leading provider of insured Identity Theft recovery solutions to the automobile retail market. RipRok’s Guaranteed ID™ Identity Theft program is the only Identity Theft product available that is both fully insured and has a guarantee to fully restore a victim of an Identity Theft event to pre-crime status. RipRok can be reached at [info@riprok.net](mailto:info@riprok.net) or 800-734-8967.