

For Immediate Release



INVISUS Launches First Business Identity Theft Protection Service
Small businesses and entrepreneurs can face growing threat with confidence

Provo, UT, August 24, 2011 – To combat the rapidly growing trend of identity theft targeting businesses, INVISUS today launched iDefend® Business (iDefendBusiness.com) - the first identity theft protection service specifically designed to protect entrepreneurs and their businesses against business identity theft and fraud. iDefend Business provides affordable monitoring and identity restoration services previously unavailable to smaller companies.

“Entrepreneurs and their small to mid-sized businesses, the backbone of the American economy, are in the crosshairs of identity thieves with fraudulent intent,” said INVISUS CEO James Harrison. “Businesses across America routinely lose big dollars which threaten the survival of small business owners, and the numbers are growing.”

Because businesses tend to enjoy easier credit terms, higher credit limits, invoicing options, and routinely make larger purchases without raising suspicion, they have become preferred targets which can yield larger profits for thieves with less chance of detection. Small businesses are often easy prey due to lack of technology safeguards and fraud prevention controls.

“Thieves can easily obtain the information of businesses and their owners or officers; manipulate or file bogus changes to business registrations; impersonate the business owners to open or access accounts or lines of credit; illegally wire money; and manipulate business credit files,” said Michael Barnett, executive director of the Identity Theft Protection Association. “Any of these can have a devastating effect on both a small business and the owners.”

Because the identity and finances of a business and the business owners are often closely intertwined, iDefend Business includes proactive monitoring and identity restoration services for both the business and the business owners. To provide early detection of compromised information, iDefend Business proactively monitors the Internet black market, underground sites, and other sources for business and business owner information. When a problem is reported, resolution experts stand ready to take immediate action to protect the business and its owners.

With serious incidents of business identity theft detected in at least half of U.S. states, as reported by Dun & Bradstreet, the National Association of Secretaries of State (NASS) recently formed a [task force](#) to address issues of business identity theft involving state business registration systems and ways to educate businesses on the risks and strategies to combat this growing crime wave. INVISUS recently accepted an invitation to participate in the upcoming NASS business identity theft forum to discuss the issue and identify solutions to further protect America's businesses.

Possible breaches of company identity may be reported to the Business ID Theft Hotline (801) 724-6211

About INVISUS®

INVISUS, LLC (www.INVISUS.com) is a pioneer in risk management in the digital age for small and mid-sized businesses throughout the United States and 14 countries. We develop and provide innovative solutions for cyber-security, identity theft protection, information security compliance, and data breach response services. We also provide industry-best services and solutions for personal and home use including computer security, identity theft protection and tech help desk services through direct sales, marketing partners, group benefits plans, and other strategic partnerships.

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