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IDENTITY THEFT EXPERT TO SPEAK AT AAISP CONFERENCE APRIL 5

Atlanta, Ga., April 4, 2006 – J. R. Wilson, Vice President of Patriot Dealer.com, will continue to provide expert identity theft prevention guidance during the 2006 Association of Automotive Internet Sales Professionals conference, slated for April 5 in Nashville, TN.

“The association is dedicated to educating the dealer’s Internet sales department,” Wilson explained. “My presentation is aimed at increasing awareness of the type of fraud originating from online sales and the tools available to protect dealerships and consumers.”

One such tool is PatriotDealer.com’s proactive identity verification system, called SmartID. It’s the only system currently available to automobile dealers that formulates questions from the buyer’s background to authenticate their identity and, according to Wilson, it is especially relevant to the AAISP audience he’ll be addressing tomorrow.

“SmartID can be integrated into the online credit submission process so the Internet sales manager receives immediate confirmation of the customer’s identity at the same time they receive the credit application,” Wilson explained. “When consumers get to the point of the credit application, they’re ready to buy from that dealership. We want the dealership to be able to verify the identity so they know they have a real buyer before proceeding with the sale.”

Wilson is rapidly becoming the voice of identity theft prevention. He was recently interviewed for an Atlanta Journal Constitution article about identity fraud, and has been helping to create an identity theft prevention bill that’s currently making its way through the Georgia legislature.

This expertise, coupled with Wilson’s exposure at other high profile conferences, encouraged AAISP President Lloyd Richardson to select Wilson as a presenter.

“He has a unique perspective and background on this increasingly critical issue that’s confronting automotive dealers,” Richardson said. “His presentation is relevant to Internet sales managers during a time where identity theft is rampant.”

Richardson said the conference’s audience, comprised of Internet sales managers, industry representatives, general managers and automobile dealers, will come out of Wilson’s presentation armed with the knowledge necessary to fight identity theft.

“(Wilson) will enlighten Internet sales professionals to an area they may not be conversant with as circumstances might require.”

About PatriotDealer.com

PatriotDealer.com, established in 2002, is the most recognized OFAC compliance service in the industry with a customer base that includes some of the largest dealership groups in the country. Its online identity verification system, Smart ID, was launched in 2005 to provide dealerships with a unique and immediately accessible method to fight the type of identity fraud that costs billions of dollars to businesses annually. PatriotDealer.com is headquartered in Alpharetta, GA.