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PATRIOTDEALER.COM PRESIDENT CALLED UPON IN FIGHT AGAINST IDENTITY FRAUD

Atlanta, Ga., Mar. 30, 2006 – Nobody knows identity theft like J. R. Wilson. That's the sentiment now circulating as the President of PatriotDealer.com takes his knowledge of identity fraud prevention to the Atlanta Journal Constitution and throughout the halls of the Georgia legislature.

"Identity theft: When will it be your turn?" appeared in the Sunday, Mar. 26 edition of the Atlanta Journal Constitution. Reporter Peralte Paul turned to Wilson as a lead source in the article.

"Safe measures are at the forefront of J. R. Wilson's business," Paul wrote. "In a consumer economy where much of what we do requires us to give up personal information...more people have reached the same conclusion: It's not if their personal information will fall victim to identity fraud and theft, but when."

That's where Wilson comes in. While PatriotDealer.com's initial mission was to provide OFAC compliance services to automobile dealerships when the company launched in 2001, the business has grown by 250 percent with the recent addition of its identity verification tool, SmartID.

"SmartID is the only proactive way of stopping identity fraud at the source, which is the point of sale," Wilson explained. "SmartID creates a unique set of questions for a particular identity and are pulled from a database of more than 33 billion records. The purchaser must correctly answer all of those questions before he can verify his identity and proceed with the sale."

Because identity theft—the fastest-growing crime in the United States with losses amounting to more than \$56 million in the last year—has given rise to the need for such services, Georgia legislators want to ante up even more protection for the state's constituents.

Georgia Rep. Tommy Benton, R-31, called upon Wilson to help draft House Bill 1389, which would allow victimized consumers to prevent credit reporting agencies from releasing credit reports without the consumer's express authorization. It also calls for certain restrictions to be placed on credit card companies who solicit new accounts via mail, and calls for the vigilance of lenders who receive a credit application from a person who has been victimized in the past.

Although the bill is currently awaiting the next legislative session—it was in committee when the Georgia General Assembly ended its 2006 session on Mar. 30—Wilson will continue to aid lawmakers, dealerships and consumers in identity theft prevention.

"I'm dedicated to educating dealerships and consumers about identity fraud," Wilson said. "I want to do all I can to help prevent the enormous financial loss that results from it."

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.

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