

FOR IMMEDIATE RELEASE  
Contact: J. R. Wilson  
678-867-2686  
[jrwilson@patriotdealer.com](mailto:jrwilson@patriotdealer.com)

## ***IDENTITY AUTHENTICATION SERVICE FURTHER PROTECTS DEALERS WITH WARRANTY***

**Atlanta, Ga., June 12, 2006** – Auto dealers now have one more reason to sign up for PatriotDealer.com's identity verification tool, SmartID—a \$50,000 warranty covering the dealer in the event it incorrectly authenticates a customer's identity.

The warranty, backed by a fully licensed and authorized international financial services group in the United Kingdom, is another safeguard for dealers in an uncertain time when identity theft continues to rob businesses of billions of dollars.

"This new warranty gives us rock-solid confidence in Smart ID," explained Milt Whitesides, Director of Operations at Legacy Automotive Group. "It's important because if a fraudulent deal occurs while we're using Smart ID, we don't have to file a claim on our garage-keeper insurance policy. The warranty protects our profitability and really just gives us a competitive advantage."

Having to file a claim in the event of identity fraud can make annual insurance premiums skyrocket, even though a dealer couldn't have known fraud was taking place at the point of sale. But that's where Smart ID differs from other services, said PatriotDealer.com President J. R. Wilson.

"SmartID is the only pro-active identity verification tool on the market today," Wilson said. "When a dealer, Internet sales manager or finance representative receives a credit application, they can find out immediately whether the applicant belongs to the identity presented."

SmartID's online, interactive software accesses a database of more than 4,000 sources and 33 billion records to create personalized questions pulled from an applicant's historical background. Only when the person correctly answers the questions can the sale proceed.

Dealerships are increasingly being held liable for identity theft by lending institutions and insurance companies. But choosing to use SmartID is one way for dealers to protect their assets and reputation while demonstrating due diligence to those institutions.

"It's just a smart thing to do," Wilson said. "It's easy to use, the consumer appreciates it and you get clear results. The warranty ensures that using SmartID is a safe bet, and by using SmartID you can say that about every one of your sales."

In addition to the warranty, an application recently submitted to the U.S. Patent and Trade Office should provide one more reason for dealers to turn to Smart ID's unique, identity authentication service.

"We don't want dealers or consumers to be confused by a potential flood of other products that try—and fail—to mimic Smart ID's process," Wilson said. "We want to make sure dealers know where to turn for the only true identification authentication system available."

To find out more about the warranty or to sign up for SmartID, log onto [www.PatriotDealer.com](http://www.PatriotDealer.com) or call 888-648-9786.

### ***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.*