

FOR IMMEDIATE RELEASE

October 14, 2008

CONTACT: Hank Ernest, IMAGES USA
404-892-2931, ext. 242

LIFELOCK® SELECTS IMAGES USA AS MULTICULTURAL AGENCY OF RECORD

LifeLock, the industry leader in identity theft protection, has selected Atlanta headquartered marketing communications agency IMAGES USA as its multicultural advertising agency of record. IMAGES will focus on increasing LifeLock's brand awareness in the African American and Hispanic marketplace, nationwide.

LifeLock has charged IMAGES USA with creating a strategic marketing campaign targeting African Americans and Hispanics. Services to be provided by IMAGES starting in the first quarter of 2009 will include Market Research, Advertising, Marketing Program Development, Sponsorship Development and Public Relations.

“We hired IMAGES USA because they see the changing face of America and have a proven ability to generate brand awareness among African American and Hispanic consumers,” said Andrew Wyant, Vice President of Marketing for LifeLock. “According to our research, minority groups are disproportionately more likely to experience identity theft and need to be made aware of the issue and LifeLock as the solution.”

As the industry leader in identity theft protection, LifeLock requests on behalf of its clients that the national credit bureaus place fraud alerts on its members' credit files, and requests that members' names be removed from pre-approved credit card offer and junk mail lists. LifeLock is backed by a \$1 million service guarantee.

Bob McNeil, President and CEO of IMAGES USA said, “IMAGES USA is pleased to have the opportunity to provide marketing expertise to LifeLock in their initial efforts to target a national multicultural audience.”

About LifeLock®

Founded in 2005, LifeLock works to close many of the doors identity thieves go through to misuse personal information. Closing in on 1.5 million members, LifeLock has earned multiple awards, including the Red Herring 100 Global Award as one of the Top 100 start-ups in the world. LifeLock was the recipient of two American Business Awards for advertising in 2008, and most recently, garnered an additional award honor for advertising from the International Business Awards. LifeLock representatives are available to assist members 24 hours a day, seven days a week from the company's secure facility in Tempe, Ariz. LifeLock (www.lifelock.com) is a private company backed by Goldman Sachs, Kleiner Perkins Caufield and Byers, as well as Bessemer Venture Partners.

About IMAGES USA

IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989, IMAGES offers marketing expertise to clients wanting to reach, motivate and influence African-American, Hispanic and Asian consumers. The agency's client roster includes America Online (AOL), Amtrak, Sara Lee, AARP, National Black Arts Festival, International Speedway Corporation, Brown Foreman, Scientific Games, Proctor and Gamble and Wachovia. Additional information on IMAGES USA, including award-winning work and recognitions, can be found at www.imagesusa.net.