

Personal Security and Identity Theft Expert Says Use of GPS Tracking on Mobile Devices Will Help to Lower Rate and Cost of Laptop Theft

(BOSTON, Mass. – Jan. 19, 2007 - IDTheftSecurity.com) According to research, the chances that a laptop computer owner will lose her machine to theft are high, with low prospects for recovering the stolen machine. Amid new reports of major laptop thefts, Robert Siciliano, a widely televised and quoted personal security and identity theft expert, said the answer to the laptop security threat is clear: GPS tracking working in concert with encryption and other technologies.

Siciliano, president of IDTheftSecurity.com, leads Fortune 500 companies and their clients in workshops that explore consumer education solutions for data security issues. The Privacy Learning Institute has featured Siciliano, a longtime speaker on identity theft. Author of "The Safety Minute: 01," Siciliano has discussed identity theft and data security on CNBC, on NBC's "Today Show," FOX News, and elsewhere.

"Any organization that fails to take the threat of laptop theft seriously is playing chicken with its stakeholders' data security," said Siciliano. "Smart companies leave sensitive data off laptop computers and track their machines with GPS."

Research from Gartner Group has shown that the cost of laptop computer theft can exceed \$6,000 for even just one machine. The Computer Science Institute/FBI Computer Crime & Security Survey has estimated the number to be much higher: \$89,000 per machine, on average; the Federal Bureau of Investigation, in fact, reported that losses due to laptop theft totaled more than \$6.7 million dollars in 2005.

On Jan. 8, Internet Business Law Services reported that laptop theft has become the second most frequent crime in Australia. Symantec has estimated that a laptop computer is stolen every 53 seconds, and that the prospects for victims are exceedingly poor: Just 3 percent of computers lost to theft, according to Symantec, are recovered.

Numerous laptop thefts of potentially far-reaching implications in December and January continued to threaten Social Security numbers and other sensitive, personal information pertaining to hundreds of thousands of consumers:

- In December, thieves stole five laptop computers the Manhattan offices of Towers Perrin, a pension consulting firm under contract with Altria Group, Inc., parent company of Philip Morris USA and Kraft Foods Inc. Personal information on 18,000 Altria employees resided on one of the stolen laptops.
- On Jan. 11, the University of Idaho issued a press release to announce that they would be sending notices to 331,800 individuals possibly affected by the recent theft of three laptop computers from the institution. The machines had been home to the names, addresses, and Social Security numbers of approximately 70,000.

Siciliano urged organizations wondering how to prevent laptop theft to consider using solutions from MyLaptopGPS (www.MyLaptopGPS.com). Recently mentioned at *Law.com* and, last year, on *consumeraffairs.com*, MyLaptopGPS combines Internet-based GPS tracking, which is more affordable and user-friendly than other types of GPS

tracking, with encryption and other technologies to put laptop owners' minds at ease when theft occurs.

MyLaptopGPS™'s software also encrypts and silently removes and retrieves files from machines as it tracks the hardware—at once returning the data to its rightful owner and deleting it on the stolen computer. Users can use all MyLaptopGPS's functions remotely.

"Laptop theft leaves the victim feeling helpless," said Dan Yost, chief technology officer at MyLaptopGPS. "We're interested in changing that. With Internet-based GPS tracking and the ability to retrieve and delete lost information before the thief can do bad things with it, MyLaptopGPS reduces the impact of laptop theft to virtually nil."

###

About IDTheftSecurity.com

Identity theft affects us all, which is why Robert Siciliano, president of IDTheftSecurity.com, makes it his mission to provide consumer education solutions on identity theft to Fortune 500 companies and their clients. A leader of personal safety and security seminars nationwide, Siciliano has been featured on CNN, MSNBC, Fox News, "The Suze Orman Show," "ABC News with Sam Donaldson," "The Montel Williams Show," "Maury Povich," "Sally Jesse Raphael," and "The Howard Stern Show." Visit Siciliano's Web site, www.IDTheftSecurity.com, or his blog, www.IDTheftSecurity.blogspot.com.

About MyLaptopGPS

Since 1984, the minds behind AIT Solutions, LLC (DBA MyLaptopGPS.com) have specialized in complete system integration. From real-time electronic payment processing software to renowned mid-market ERP implementations, the executive team at MyLaptopGPS has been servicing leading enterprises and implementing world-class data systems. With MyLaptopGPS™, AIT Solutions, LLC brings a level of expertise, dedication, knowledge and service that is unmatched. MyLaptopGPS™'s rock-solid performance, security, and reliability flow directly from the company's commitment to top-notch software products and services.

The media are encouraged to get in touch directly with the following individuals:

Robert Siciliano
Personal Security Expert
PHONE: 888-SICILIANO (742-4542)
FAX: 877-2-FAX-NOW (232-9669)
Robert@IDTheftSecurity.com
www.idtheftsecurity.com

John Dunivan
MyLaptopGPS Media Relations
PHONE: (405) 747-6654 (direct line)
jd@MyLaptopGPS.com
www.MyLaptopGPS.com

The media may also contact:

Brent W. Skinner, President
STETrevisions
PHONE: 617-875-4859
FAX: 866-663-6557
BrentSkinner@STETrevisions.biz
www.STETrevisions.biz