

Identity Theft Expert and MyLaptopGPS Tout 0.4 Percent Theft Rate of Clients' Laptop Tracking-Equipped Computers—Thirty-two Times below the Average

(BOSTON, Mass. - Oct. 17, 2008 - IDTheftSecurity.com) MyLaptopGPS today announced that the rate of theft of mobile computers equipped with the company's [laptop tracking](#) and data recovery technology is 32 times lower than the average. Less than one-half of 1 percent, MyLaptopGPS-equipped laptop computers' theft rate makes inattention to laptop security inexcusable, said widely televised and quoted personal security and [identity theft](#) expert Robert Siciliano, who noted that the [August 2008 issue of Inc. Magazine](#) mentioned MyLaptopGPS as developer of viable laptop security products.

"On its website, MyLaptopGPS notes that mobile computers, on average, are lost to thieves every 12 seconds," said Siciliano. "This is reason enough for anyone to subscribe to the company's service, which significantly improves the odds in favor of the laptop computer's owner. MyLaptopGPS' technology allows an owner to track his or her stolen computer and remotely retrieve and delete sensitive data from it. In all likelihood, however, that machine won't ever be stolen in the first place; the company's service itself has proven to be a strong crime deterrent."

CEO of IDTheftSecurity.com and a member of the *Bank Fraud & IT Security Report's* editorial board, Siciliano leads Fortune 500 companies and their clients through presentations that explore security solutions for businesses and individuals. Author of "The Safety Minute: 01" and a longtime [identity theft](#) speaker, he has discussed data security and consumer protection on CNBC, NBC's "Today Show," FOX News Network, and elsewhere.

Use of MyLaptopGPS' laptop tracking technology results in a 0.4 percent rate of theft, 32 times lower than the 12 percent average. Even as the company touted this, news of the loss to criminals of mobile computers bereft of security technology designed to retrieve them and protect the data they store continued unabated:

- In September, a laptop computer belonging to the UK offices of Deloitte [went missing to thieves](#). On it were data records for approximately 100,000 pensioners, reported *SecurityPortal.com* on Oct. 12. The employee allegedly responsible for losing the machine waited until mid-October to inform the company of the incident, *SecurityPortal.com* noted.
- On Oct. 7, *InternetNews.com* reported on the [theft of a laptop computer](#) from the Independence, Mo. Victory Office of the Missouri Republican Party. A spokesperson for John McCain's presidential campaign, quoted in the article, said the laptop stored "a great deal of strategic information."

"Laptop theft is an avoidable crime," said MyLaptopGPS' chief technology officer, Dan Yost, who invited readers to visit the [MyLaptopGPS blog](#), where they may discuss laptop theft and loss. "All an organization needs to do is furnish its fleet of mobile computing equipment with the proper anti-theft technology. Peace of mind follows. For any owner of laptop computers that necessarily store sensitive data, relying on the record of MyLaptopGPS' laptop tracking technology is a safe bet."

MyLaptopGPS maintains the [Realtime Estimated Damage Index \(REDI™\)](#), a running tally of highly publicized laptop and desktop computer thefts and losses. The REDI also assesses those losses' associated costs by drawing on estimates from the FBI and other sources that reflect the likelihood that identity theft and other crimes will occur whenever a computer is misplaced or stolen. At its website, MyLaptopGPS also keeps a [log of these high-profile laptop thefts](#).

MyLaptopGPS' anti-laptop theft technology combines Internet-based GPS tracking -- more effective than other forms of GPS for tracking and retrieving stolen laptops -- with other functionalities to secure mobile computing devices. A user launches MyLaptopGPS' features remotely, protecting data even while the machine is in a criminal's hands. Once connected to the Internet, the software silently retrieves, and then deletes, files from machines as it tracks the stolen or missing hardware -- at once returning the data to its rightful owner and removing it from the lost computer.

Additionally, MyLaptopGPS offers SafeRegistry™, a comprehensive system for inventorying entire fleets of mobile computers, as well as a full line of highly renowned SafeTags™, which are police-traceable property tags designed to secure iPods™, cell phones, BlackBerry™ devices, and other mobile property.

Readers may [download a demo](#) of MyLaptopGPS. A white paper [is also available](#).

"Our laptop fleet was certainly worth protecting," said Jim Sullivan, the network, systems and security administrator for FastForms, Inc. "We had procedures in place to help secure the machines, but we realized that we needed some key, additional layers of security, such as covert tracking and remote-controlled data recovery and destruction. MyLaptopGPS' solution is very easy to use, and we are quite satisfied. We would recommend MyLaptopGPS to any business seeking a simple solution to secure their laptops and data."

[YouTube video](#) shows Siciliano on FOX News Network, where he discussed this year's data security breach at Hannaford Bros. and provided consumers affected by the theft with the tips they needed to avoid paying for fraudulent charges to their bank accounts and credit accounts. To learn more about identity theft, a major concern for anyone who's lost a laptop computer to thieves, readers may go to [video of Siciliano at VideoJug](#).

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About MyLaptopGPS

Since 1984, Tri-8, Inc. (DBA MyLaptopGPS.com) has 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 serving leading enterprises and implementing world-class data systems that simply work. With MyLaptopGPS™, Tri-8, Inc. 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 for almost 25 years.

About IDTheftSecurity.com

Identity theft affects us all, and Robert Siciliano, CEO of IDTheftSecurity.com and member of the *Bank Fraud & IT Security Report's* editorial board, makes it his mission to educate Fortune 500 companies and their clients. A leader of personal safety and security seminars nationwide, Siciliano has been featured on "The Today Show," CNN, MSNBC, CNBC, "FOX News," "The Suze Orman Show," "The Montel Williams Show," "Maury Povich," "Sally Jesse Raphael," "The Howard Stern Show," and "Inside Edition." Numerous magazines, print news outlets, and wire services have turned to him, as well, for expert commentary on personal security and identity theft. These include *Forbes*, *USA Today*, *Entrepreneur*, *Woman's Day*, *Mademoiselle*, *Good Housekeeping*, *The New York Times*, *Los Angeles Times*, *Washington Times*, *The Washington Post*, *Chicago Tribune*, *United Press International*, *Reuters*, and others. For more information, visit Siciliano's [Web site](#), [blog](#), and [YouTube page](#).

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