

Truston Partner Program

Private Label Program:

Generate additional revenue and increase product differentiation by adopting custom versions of myTruston.

Example Uses:

- Data breach remediation
- Bundled w/credit monitoring
- Standalone ID theft recovery
- Credit management

Affiliate Program:

Earn commission income by offering promotion and coupon codes to online users.



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Truston Partner Program

Unique ID Theft Technology Increases Revenue

Looking for additional revenue?

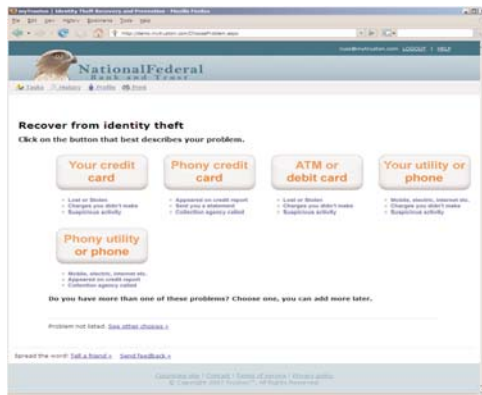
Capturing more revenue from your customers is made simple with Truston's Partner Program. The Partner Program provides unique ways to offer customers access to the myTruston Web service. By participating in the program, partner sites generate additional revenue and increase product differentiation.

Through the Private Label Program, Truston presents partners with an opportunity to offer a custom version of the myTruston service. With the Affiliate Program, companies and webmasters have a way to earn commission income for referring leads to myTruston.

Whether you choose to recommend myTruston services or offer a custom version to your clients or customers, this one of a kind solution is available to help you increase retention and most of all, boost customer satisfaction. The Partner Program augments your existing service offerings with a solution that improves employee, client and customer confidence. Additionally, because myTruston is an online platform, it keeps delivery and service costs low.

PRIVATE LABEL

The Truston Private Label Partner Program lets you brand the myTruston service with logos, procedures and content that communicates your organization's unique value proposition. Whether the service is hosted on your server or on Truston's, you have complete control over the look, feel and content viewed by users.

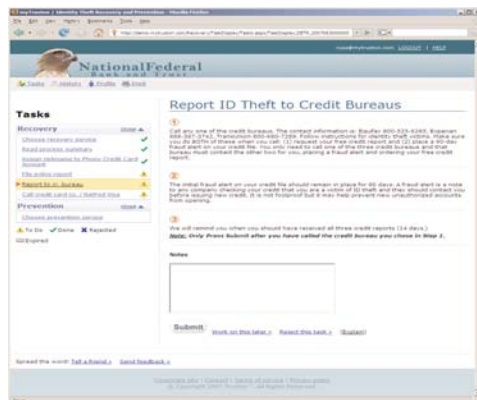


“Truston’s myTruston service helps you prevent ID theft before it happens or recover afterward.”

- Neil Rubenking,

PC Magazine

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MyTruston's ID theft recovery services are designed to intelligently meet the needs of each ID theft incident. When victims log into the service they are guided through a customized, step-by-step process that contains only the critical steps necessary to recover from the specific situation. This completely eliminates the need for the customer to wade through mountains of confusing, unnecessary or irrelevant information. The recovery procedures are tailored to meet the needs of each individual. They cover several different types of fraud and provide a better understanding of the applicable policies and laws. More specifically, the technology is designed to assist victims in recovering from a range of fraud incidents including credit card fraud, credit report disputes, bank account fraud, Social Security Number (SSN) fraud, and more.

All of myTruston's custom content, documents and procedures add a personal touch that tells users you know and care about them. Not only can you customize any of the steps found on the site, but you have the option of creating an unlimited number of URLs and landing pages. With one license you can offer any number of clients ID theft prevention or recovery services, under any number of products and brands.

Data Breach Remediation

The Partner Program also provides organizations that have fallen victim to a data breach due to lost or stolen information with the necessary tools for employees, members and customers to recover and safeguard their good name. Recovering from data loss is immeasurably important to your reputation, business operations and ultimately your bottom line. A critical part of this recovery is restoring trust in your organization. Providing proactive measures such as those offered by myTruston to the employees, customers and clients affected by the data loss

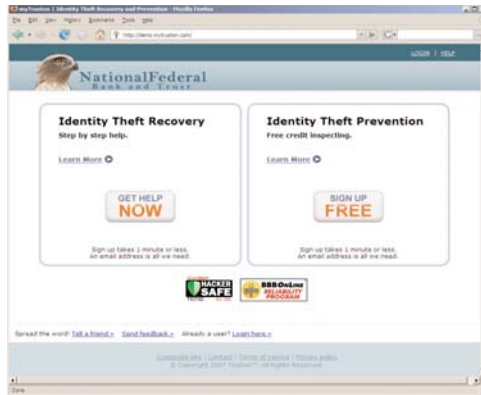
“The app’s novel do-it-yourself approach leaves you completely in charge.”

- Neil Rubenking,

PC Magazine

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begins this process. MyTruston can be configured to deliver every affected person a customized step-by-step guide that is designed around the actual data breached—not just a general how-to guide. For example, if the incident resulted in misappropriated SSNs, credit card numbers, and debit card numbers and checking accounts, myTruston can provide assistance that is specific to the best practices and laws around each of these account types.



No matter how you choose to customize myTruston, you can have all the benefits of the Private Label Partner Program:

- Increase revenue
- Stand out from the competition
- Boost customer satisfaction
- Increase brand loyalty/retention
- Minimize support costs

Best of all, the customizable nature of the Truston Private Label Partner Program allows you to select private-label options that meet the specific needs of your organization.

Why choose myTruston?

MyTruston is the only interactive, Web-based system that helps victims and potential victims easily prevent and recover from identity theft. And if you choose, it can be offered without requiring personal identifying information or integrated with your existing customer or employee data. This service walks individuals through the step-by-step process of reviewing credit reports and recovering from identity theft—dramatically reducing the recovery time, financial cost and emotional impact associated with fraud.

“Truston made it easy for me to get piece of mind that my identity is safe.”

- John McCarthy,

myTruston member

Truston

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FEATURES

- Run on your own servers
- Unlimited URLs and landing pages
- Custom content, documents, procedures
- Integration (members, billing, support)
- Administrative reports
- Flexible bundling

UNIQUE ATTRIBUTES

- More than credit fraud protection: a platform that offers virtually unlimited content expansion and flexibility
- Totally online environment offers help anytime, anywhere
- Customizable solutions for each user
- Patent-pending artificial intelligence
- No personal, non-public information required

How do I integrate myTruston into 'myServices'?

The flexibility of the Truston Private Label Partner Program allows you to bundle myTruston as part of your existing service offerings. You can also offer myTruston as an additional feature or merely allow users to opt for the service directly through your site. However you choose to bundle myTruston, you can increase brand loyalty and visibility without the costs associated with call center support or generic identity theft information kits.

AFFILIATE PROGRAM

For those seeking a low-cost delivery model to generate more revenue, Truston will offer a complete affiliate program with promotion and coupon codes for online users. Get paid for referring your customers or Web site visitors to myTruston.

FOR MORE INFORMATION

Please contact sales@mytruston.com or call (800) 960-5512.

“...a useful new online service for preventing and recovering from ID theft. The easy-to-use site, myTruston.com, acts as a guide to walk you through what needs to be done...”

- Erik Larkin, PC World



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