



## **PRWeb: Fraud / Identity Theft**





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## **Cobb County Roofing Scam Alert Issued by KTM Roofing Company of Atlanta**

*KTM Roofing is alerting Cobb County residents of a potential roofing scam. In the wake of recent storm damage to metro Atlanta, residents of Cobb County have been targeted for potential roofing scams. These metro Atlanta residents report being victimized by companies requesting upfront payment before beginning roofing projects. Upon receiving payment the roofers did not return. KTM Roofing advises metro Atlanta residents that a reputable roofer should never request for payment upfront and only provides a bill once the roofing job is done to the customer's specifications and agreed upon terms.*

Atlanta, GA (PRWEB) November 21, 2009 -- Cobb County and metro Atlanta homeowners need to be cautious of potential roofing scams, according to KTM Roofing in Atlanta. In recent weeks multiple reports have been received that 'storm chasers' have infiltrated Cobb County neighborhoods. KTM reminds residents that reputable [Cobb County roofing](#) companies will not solicit for payment prior to the project being 100 percent complete.

Tim McLoughlin, President of KTM Roofing explains, "What's happening in Cobb County is unacceptable and gives the industry as a whole a bad name." He adds, "Too often after heavy storm activity, such as the recent flooding in September, 'storm chasers' come into town looking to make a quick buck. In those instances they are notorious for performing inferior work, incomplete work, or taking the money and not returning."

Raising Roofing Standards Since 1984™

This year marks KTM's 25th year in business. A consumer's top choice among [roofing companies](#) in the city, KTM is seen as a leader in residential roofing--offering new installations, along with [Atlanta roof repair](#), including [hail damage roof repair](#).

Keith Hanks of TwentySix2 Marketing commented, "The consumer of today has much more information available than in years past to research a company and to [choose a roofer](#). The ability for search engines, such as Google, Yahoo and MSN/Bing to find and aggregate information about companies has vastly improved in recent years. For Atlanta residents, they might also find help in researching an [Atlanta roofing contractor](#) by doing a Better Business Bureau search at bbb.org, or a Kudzu.com rating check."

Importance of Free Estimates & Contracts:

KTM Roofing is unique because they provide not only a free estimate, but a free estimate that is a written contract that the consumer can elect to opt into. Stronger than a quote, KTM does a more thorough review of the homeowner's roof than most roofers, and therefore can provide estimates that they fully stand behind without the fear of hidden fees. For details about an [Atlanta roof estimate](#) from KTM visit their website [ktmroofing.com](#).

Promotion of \$100 Off:

Throughout 2009 KTM has offered a \$100 off coupon for new roof projects over the price of \$2000. To ensure you get the best pricing, present the coupon after you have received your bill. To download a copy of the coupon, visit [ktmroofing.com/roof-coupon-25.html](#).

#### Tips to Avoid a Roofing Scam:

The storms that pass through Atlanta damage local roofs and attract storm chasers. Some storm chasers have good intentions, and help meet the demand for roofing services, while others are nomadic companies that fully intend to fraud a homeowner. Before you pick a roofing company, consider the following:

- Did the company provide a paper record with pricing for the roof project?
- Did the company ask for advanced payment?
- Did the company offer references? Where they local references? Where they recent references?
- Did the company provide you with identification and roofing credentials?
- Did the company provide you with evidence of workers compensation insurance and general liability insurance?

It's important to remember that the best roofers are typically too busy performing roofing projects to go door to door in a neighborhood soliciting for business. McLoughlin adds, "KTM is conscious there are a lot of companies with bad intentions out there posing as roofers. We (KTM Roofing) are dedicated to being leaders in the roofing industry. From the initial conversation to schedule a consultation until the last piece of the roof is installed by one of our master roofers, we are dedicated quality and professionalism."

For more information, or to receive a free roofing estimate visit [ktmroofing.com](http://ktmroofing.com)

#### About KTM Roofing

KTM Roofing has been raising roofing standards in Georgia since 1984<sup>TM</sup>. This Atlanta roofing company is dedicated to excellence in professional roofing. Specializing in roof replacements, KTM can work with a variety of roof materials including natural slate, synthetic slate, clay tile, concrete tile, cedar, pine, cypress, modified bitumen and asphalt. You can receive a roof proposal from KTM Roofing by visiting [ktmroofing.com](http://ktmroofing.com), or by calling 678-565-7663.

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You can read the online version of this press release [here](#).

### News Image



## A Cure for the Cancer of Corruption

*The technology exists today, but once again, the wolves guard the hen house. What will it take to save ourselves from this social-economic cancer?*

(PRWEB) November 21, 2009 -- Corruption is a cancer in all societies and it has recently sent millions of innocent people to the unemployment lines to say nothing of the hundreds of \$ billions lost. Over the recent years, an industry of spin masters has been employed with the sole objective of defusing the meaning and concept of the word “accountability”. In fact, the public has become so desensitized to the continuous stream of lies and half-truths coming from public and private officials that there is practically no response- even to the most outrageous revelations. Indeed, the public may have become enablers for the ethically and morally handicapped. But there could be a way to bring back some control.

For decades, technology and the subjugation of privacy has played an important part in protecting the public interest. For example, airline pilots are required to undergo a strenuous physical examination every six months to make sure that the public’s interests are protected. Why can’t we use the same idea to test public and private leaders? Some companies such as Cephos Corporation and No Lie MRI Corporation offer the technology needed for reliable lie detection today.

The use of Functional Magnetic Resonance Imaging (fMRI) has provided compelling evidence that the sophisticated technology can be used to map brain patterns that correlate strongly with lying. Imagine, each six months, all public officials and people in fiduciary positions would be tested. How much would that help tighten things up? But alas, who would be required to change the laws to help protect the public interests? Yes, the very wolves guarding the hen house. Check or check mate?

In the new novel “The Meltdown Chronicles” by Len Goodman (amazon.com), compulsory testing of officials would be a key factor in making a more viable form of capitalism for the benefit of humanity as a whole and not for just the few. Although a fictional financial thriller, according to the book, capitalism is on the brink and new improvements in the economic model must be made or things promise to turn very ugly for modern civilization- and very soon. Goodman argues the need for a new form of capitalism that would fuse aspects of capitalism, socialism and communism. The author talks about “fusion economics” theory in more detail on his website at [www.neweconomicparadigm.com](http://www.neweconomicparadigm.com).

But there is a problem. The concept of clinically testing for lies has been pretty well shredded by the legal profession with the usual genius pretense of protecting the interest of the innocent. Who could argue with that? However, juries, evidence and judges have always been capricious factors in the process of seeking justice, but civilization has learned to accept these deficiencies as part of the “acceptable” risk. But the deterrence of having to take an objective test would probably do much to curb the cancer of corruption, but as with all change, oxen need to be gored and the legal- legislative class would need to gore itself to make the necessary changes; not a hopeful situation. Perhaps, as in “The Meltdown Chronicles”, if unemployment hits 25%, anything can happen.

The Meltdown Chronicles:

[http://www.amazon.com/Meltdown-Chronicles-Leonard-J-goodman/dp/0615312098/ref=sr\\_1\\_1?ie=UTF8&s=bo](http://www.amazon.com/Meltdown-Chronicles-Leonard-J-goodman/dp/0615312098/ref=sr_1_1?ie=UTF8&s=bo)



oks&qid=1255374434&sr=8-1

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You can read the online version of this press release [here](#).

## Number of Unsafe 'iDEAL Webshops' Grows Explosively

*Only twelve per cent protect their personal data sufficiently*

Amsterdam, Holland (PRWEB) November 16, 2009 -- The number of unsafe web shops offering the payment method iDEAL is more rapidly growing than the number of their safe counterparts, as is shown by research from [Networking4all](#), provider of [security certificates](#). Of all 13,607 web shops only twelve per cent offer sufficient security. Provider iDEAL does not care. "That is not our job."

Consumers and even web shop owners are not always aware of this. They assume that a secured transaction is enough. Although iDEAL's payment method may be secured, the other actions on the web shop's site are not. Provider iDEAL is well up on this, but does not take any steps. Worse still, administrator Currence does not seem to care. "The way web shops are secured makes no difference to us. We only provide the electronic payment method. Of course we tell the web shops they should pay attention, but we cannot force them to. That is not our job, but that of the web shop owners themselves", says spokesman Bob Goulooze.

The protection of personal data is legally obligatory. The Dutch Data Protection Authority (Dutch DPA) advises web shop owners to use an SSL Certificate. The Dutch DPA should see to this, but they too say they will only take action in structural cases. However, each case is one too many; the Networking4all research shows that, amongst others, well-known web sites such as that of the Dutch Railway Services (Nederlandse Spoorwegen), theme park Madurodam and Kras.nl have not been secured sufficiently. A malevolent person can easily 'tap' consumers' personal data from these sites. This may have serious consequences for the victims: the interception of data may even result in deliberate theft or identity fraud.

The research also shows that, of the approximately one thousand web shop owners that have joined the home shop association [Thuiswinkel.org](#), only 39 per cent of the web shops with the home shopping hallmark offer a secured connection. Nevertheless, at the beginning of 2009 Thuiswinkel.org demanded that every member be secured from 1 January 2010. Not everyone will be able to meet that deadline, which is why Thuiswinkel.org has postponed it to 1 April 2010. Wijnand Jongen, managing director of Thuiswinkel.org, comments: "If these web shops have not sufficiently secured their sites after that date, they will lose their license." One would expect shops with the home shopping hallmark to have things well organized, since the hallmark is supposed to be issued for good reason.

All in all one could say that in The Netherlands little value is attached to the protection of personal data, neither by a major payment method like iDEAL nor by the Dutch Data Protection Authority. This is something which causes great concern.

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**Online Web 2.0 Version**You can read the online version of this press release [here](#).



## **New Online Identity Widget Conceals Email & Shares Social Profiles**

*Are you concerned about publishing your email address on your website or blog for spammers to find? Do you want to share all your social media profiles with the visitors to your website – easily?*

(PRWEB) November 19, 2009 -- This free [Contact Button](#) enables users to both hide their email address and share all their social media profiles in one neat place.

People no longer have to write their email as "john (at) johnsmith.com" to stop the spammers from either automatically or manually harvesting it. On a blog, the Contact Button can fit neatly into either the Sidebar or be automatically inserted at the end of each post. Visitor's messages go direct to the user's regular email account.

The Contact Button has a graceful dropdown which opens on mouse rollover to reveal an email icon and their social profiles - should the user choose to provide any. If a visitor clicks the "Email Me" icon, the email form opens on the same webpage - so the visitor stays on the user's site.

The design of the Contact Button is simple and elegant enabling it to integrate pleasingly into almost any page. Although a noticeable presence on the page, its compact and unobtrusive nature allows the user to place it on multiple pages - wherever they believe that it would be most useful to their visitors.

The Button text is customisable – it comes with "Contact Me" and a range of icons to show what you have loaded their button with (either email or social profiles or both) and these can be altered to suit the users needs.

Hiding email addresses has now never been so easy – and this social media widget is completely free.

### **Sharing Social Media Profiles:**

The Contact Button enables users to easily share all their social media profiles with the visitors to their website or blog, without cluttering up their sidebar with lots of links.

Their social profiles appear on the dropdown menu with its appropriate social network favicon and, when clicked, open the profiles in a new window, so that their visitor doesn't immediately leave their site unintentionally. Users can also list all their means of IM and VOIP contact, so that visitors have a choice of means of contact. If users have more than 9 profiles, there is a "More" link that will guide their visitor to the rest of them which open in a separate scrollable frame.

If the user is a social butterfly, they'll find just about any social network imaginable. With over 160 social networks supported, the Contact Button plugin is one of the most extensive profile sharing tools available and enables users to include their social profiles on any page or post with a simple line of code – thereby reducing page clutter.



This social media tool is a very simple way to aggregate a user's online identity.

#### Auto Update:

Users don't even have to create a free account in order to create a button, although doing so enables them to automatically update the information on their button immediately at any time in the future, so when they change their email address or add profiles, they don't ever have to reload the button code.

Registration also enables them to also opt in and out of the Global Address Book whenever they want. They can display this icon (the "Contact Info" link) on their dropdown if they so choose which would give their visitors access to their address book page where they might have chosen to display a whole range of their personal and work contact details (see this example profile for [John Smith](#)).

#### Installation:

Installation on any website is made simple and undemanding even for the least technical user with instructions displayed in a range of easy to follow Button Installation Visual Guides.

#### Demonstration Buttons:

Potential users can find working Contact Buttons on each of the following demonstration sites (found on the Create Button page) which demonstrate the button's versatility on [Blogger](#), [Typepad](#), Tumblr, Wordpress and MySpace.

Please note that whilst WordPress.org does support JavaScript, neither WordPress.com and MySpace do, so the dropdown will not appear on these sites. Instead, the button automatically becomes clickable which opens a new window with the dropdown information on it.

#### Competition:

The Contact Button is set to compete with two existing products that are similar but distinctly different in design and content. [Retaggr](#) provides a more complex solution to the online identity issue whilst on the other end of the scale, IgniteSocialMedia's [Follow Me](#) product is simpler and also enables the user to display their social profiles, but doesn't provide an email solution. The Contact Button now offers consumers a third choice – a highly polished product that provides email, shares their profiles, is both easy to create and install and looks professional.

#### Supported Social Media Sites:

The Contact Button supports over 160 social media sites including:- Blogger Classmates Digg Facebook Flickr LinkedIn LiveJournal MySpace StumbleUpon Tumblr Twitter Typepad Yahoo YouTube Wikipedia Wordpress.

#### About WikiWorldBook:



WikiWorldBook, The Global Address Book, is a free online [address book](#). It enables people to be found and contacted within three clicks of a Google search of their name – without them having to reveal their email address. The Address Book Visual Guide gives a detailed list of its easy to use features.

The Contact Button is just one of a range of free online products it offers its users which include:-

[Free People Search](#)

[People Tracing Service](#)

WikiWorldBook Ltd is a private limited company incorporated in England with the registration number 6457822. The company's registered offices are at 287 – 291 Banbury Road, Oxford, Oxfordshire OX2 7JQ.

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## **FACT Warns The Number of Bank Failures is Actually Increasing**

*According to statistics furnished by the Federal Deposit Reserve Corporation (FDIC), the failure of banks across the nation is accelerating. October saw the second-largest closure of banks this year. All-in-all, there have been 123 reported bank failures so far in 2009! What Can and Should the Customers of a Failed Bank Do?*

Edwardsville, IL (PRWEB) November 19, 2009 -- In January 2009, there were 6 closures. In September, there were 11 closures. In October, a total of 20 bank failures were reported. All-in-all, there have been 123 reported bank failures so far in 2009!

The most recent failures: Century Bank of Sarasota FL, Orion Bank of Naples FL, and Pacific Coast National Bank in San Clemente CA.

What Can and Should the Customers of a Failed Bank Do?

The FDIC is usually appointed as receiver for failed banks. By visiting that agency's Web site (<http://www.fdic.gov/bank/individual/failed/banklist.html>), customers of a failed financial institution can learn how their accounts are affected. They also will be directed to a page where they can receive point-of-contact information related to failed banks.

Vicki Rolens, managing director of the [Federation of American Consumers and Travelers \(FACT\)](#), says: "The alarming number of bank failures does not seem to be widely publicized, which may lull consumers into a false sense of security." She adds: "Now, maybe more than ever, the individual needs to check out the financial stability of the institution where his or her funds reside. One should also know whether his or her money is FDIC-insured and, if so, the extent of that insurance."

FDIC Deposit Insurance Coverage Limits

Through December 31, 2013, FDIC Deposit Insurance Coverage Limits are \$250,000 per depositor, per insured bank. This includes principal and accrued interest, and applies to all depositors of an insured bank.

"If someone has more than the FDIC-insured limit in one financial institution," points out Rolens, "the excess can be protected by putting it with another bank. The key is to keep your maximum at each bank under \$250,000 per depositor." She adds that, "Deposits in separate branches of an insured bank are not separately insured."

A more complete list, and an explanation of conditions and requirements, may be obtained by visiting <http://www.fdic.gov/deposit/deposits/index.html> on the Internet.

This news release has been issued by the Federation of American Consumers and Travelers (FACT). FACT is a consumer organization, formed under the not-for-profit corporation laws of the District of Columbia in 1984. It currently serves more than 1 million consumers nationwide. Additional information on FACT may be found in the Encyclopedia of Associations, and by visiting the association's Web site ([www.usafact.org](http://www.usafact.org)).



[Informative, unbiased news bulletins](#) are regularly disseminated by FACT to help its members remain current on matters which might seriously impact their lives. In addition to publishing consumer-related reports, the association provides more than 30 benefits for its members, ranging from [medical insurance](#) and [dental discounts](#) to [prescription drug savings](#) and scholarships . FACT's administrative office is located at 318 Hillsboro Avenue, Edwardsville, IL 62025.

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## New Programs Offer Creative Benefits and Savings to Companies and Their Employees

*Company offers non-insurance benefits at affordable cost.*

Louisville, KY (PRWEB) November 19, 2009 -- Get Smart Benefits, LLC, a Louisville, Kentucky-based firm is opening their online benefits, services and products to employers across the country. With the launch of [GetSmartBenefits.com](http://GetSmartBenefits.com), companies large and small can help their employees supplement insurance coverage at no cost to the employer and with significant savings to the employee.

“It’s a win-win service that has come at a time when we have tightened our benefits for employees in order to maintain affordable but comprehensive coverage,” says Rhonda Hatfield, owner of Little Scholars Child Care. “We can supplement existing insurance coverage with non-insurance benefits that include prescription discounts, 24-hour TeleDoc® services, as well as dental and medical service discounts. We were offered with several packages to choose from and the employees picked the one that best fit their needs, all of them under \$20 per month” says Hatfield.

“More than 30 individual services are available to program members. We’ve discovered that people need AFFORDABLE 24-hour medical service convenience and want to package their discounts according to their lifestyle. Many members use services on a weekly to monthly basis, so the savings can be substantial. Members have reported saving over \$300 in the first month of use,” according to Kris Wissing, Senior Advisor at Get Smart Benefits. “All of our services and discounts can be conveniently found in one place, on the web site; need a dentist, [locate a chiropractor](#), find [golf savings](#) in your area, discounts on dining, find a pharmacy & get real time [quotes](#) on your current medical prescription.”

Two popular benefits offered by Get Smart Benefits are:

1. [LifeLock](#) The industry leader in proactive identity theft protection offers a proactive solution to help protect your identity from being stolen before it happens. If your identity is stolen, you can spend hundreds of hours cleaning up your credit and struggling to get back your good name. That's because stolen identities are used up to 30 times, with most victims only discovering the theft after they've been turned down for a loan or contacted by a collection agency. You may already be a victim, many times over, and not even know it. But not with LifeLock.
2. [TelaDoc™](#) - A national network of board certified, licensed primary care physicians (PCP) that diagnose illness, recommend treatment, and prescribe medication, when appropriate, for its members over the telephone 24 hours a day, 7 days a week, and 365 days a year. TelaDoc is a convenient, cost-effective alternative for minor medical problems and a current solution for the health care issues of cost and access. TelaDoc™ services do not replace the care of the PCP ...they complement and enhance the quality of care. TelaDoc physicians are trained and experienced in telephone based cross coverage. They must also meet our strict physician credentialing guidelines

For additional information visit [GetSmartBenefits.com](http://GetSmartBenefits.com) or contact Kris Wissing, Senior Advisor, Get Smart Benefits at [kris@getsmartbenefits.com](mailto:kris@getsmartbenefits.com) (800-345-0221). Companies considering a discount program may qualify



for additional savings on package rates.

Get Smart Benefits, LLC provides [non-insurance discount benefits](#) to membership organizations, employers and individuals through a proprietary technology, enrollment and fulfillment platform.

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## **Girard Gibbs LLP Files Class Action Lawsuit on Behalf Investors Who Purchased Medical Capital Notes**

*Class action lawsuits filed against Capital Financial Services, National Securities Corp., Cullum & Burks Securities, Inc., Securities America, Inc., Ameriprise Financial, Inc., and CapWest Securities, Inc. for their sale of Medical Capital Notes.*

San Francisco, CA (PRWEB) November 19, 2009 -- The law firm of Girard Gibbs LLP (<http://www.girardgibbs.com/medicalcapital.asp>) announces that a class action lawsuit has been filed on behalf of all persons or entities who purchased notes issued by Medical Provider Financial Corp. III, Medical Provider Financial Corp. IV, Medical Provider Funding Corp. V and/or Medical Provider Funding Corp. VI (the "Medical Capital Notes") from Capital Financial Services on or after September 18, 2006.

The class action, captioned Ribacchi et al. v. Capital Financial Services, Inc. et al., 09-cv-8482 DSF (RNBx), is pending in the United States District Court for the Central District of California. The case is related to previously-filed class actions brought against National Securities Corp., Cullum & Burks Securities, Inc., Securities America, Inc., Ameriprise Financial, Inc., and CapWest Securities, Inc., all of which offered and sold the Medical Capital Notes to investors.

According to the lawsuit, the private placement memoranda issued for the Medical Capital Notes misrepresented and omitted material facts related to terms of the offerings, the use of the investors' funds, the track record of various Medical Capital entities, the backgrounds and qualifications of the executives responsible for running the companies, and the overall risks of an investment in the Medical Capital Notes. In addition, it is alleged that the Medical Capital Notes should have been registered with the SEC, but were not. According to the Complaint, the defendants violated federal securities laws by offering and selling the unregistered Medical Capital Notes pursuant to materially false and misleading prospectuses.

If you purchased or otherwise acquired Medical Capital Notes from Capital Financial Services, National Securities Corp., Cullum & Burks, Securities America, Ameriprise Financial and/or CapWest Securities on or after September 18, 2006 you may, no later than November 20, 2009, request that the Court appoint you as lead plaintiff. A lead plaintiff is a representative party acting on behalf of other class members in directing the litigation. To be appointed lead plaintiff, the Court must decide that your claim is typical of the claims of other class members, and that you will adequately represent the class. Your ability to share in any recovery is not affected by the decision whether or not to serve as a lead plaintiff. You may retain Girard Gibbs LLP, or other attorneys, to serve as your counsel in this action.

If you purchased Medical Capital Notes from any of the named defendants or from any other brokerage firm and wish to discuss your rights, please contact Girard Gibbs LLP toll-free at (866) 981-4800. A copy of the complaint is available from the Court, or can be viewed on Girard Gibbs LLP's website at: <http://www.girardgibbs.com/medicalcapital.asp>

Girard Gibbs LLP is one of the nation's leading firms representing individual and institutional investors in securities fraud class actions and litigation to correct abusive corporate governance practices, breaches of



fiduciary duty and proxy violations. For more information, please access the firm's web site, [www.girardgibbs.com/medicalcapital.asp](http://www.girardgibbs.com/medicalcapital.asp). To discuss this class action with us, please contact the following attorneys:

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## Sticky Password 4 – Preview of the New Password Manager and Form Filler

*In Advance of the Launch of New Sticky Password 4, Software Developer Lamantine Software ([www.stickypassword.com](http://www.stickypassword.com)) Hosted a Two-Day Event Presenting the Product and the Latest Innovations in Secure Password Management to Customers and Reseller Partners.*

Brno, Czech Republic (PRWEB) November 19, 2009 -- In advance of the launch of new Sticky Password 4 on Tuesday, November 24, software developer Lamantine Software ([www.stickypassword.com](http://www.stickypassword.com)) hosted a two-day event presenting the product and the latest innovations in secure password management to customers and reseller partners. Sticky Password 4 is the newest version of the popular password manager and form filler program. Introduced to an audience focused on password security and productivity software from the United States, Italy, France, Germany and the Czech Republic, Sticky Password 4 was very well received.

“The response from customers and resellers has been great,” said Oleksandr Tyschenko, founder and CTO of Lamantine Software. “We spend a lot of time listening to customers. In Sticky Password 4 we’ve combined our knowledge of the security industry with a keen understanding of what customers really want in a [password manager](#). It’s very gratifying to get confirmation that we’ve successfully brought together convenience, portability, and security.”

Sticky Password 4 combines industry-leading functionality, convenience and usability while enhancing security. Expanded support for websites and applications has been added, including multiple-page login procedures that are superior to competing products. Sticky Password 4 also includes handy [form filling](#) functionality. The trial version of Sticky Password is free and includes all of the features and functionality for 30 days.

Sticky Password 4 is even more convenient to use with exceptional support for multiple authentication methods – including Bluetooth and USB devices. As with earlier versions, each Sticky Password 4 license authorizes installation on a computer as well as a USB device for Portable Sticky Password. Sticky Password 4 uses the highest-grade encryption algorithms to ensure the security of passwords, logins and other personal data, so you are always protected against identity theft.

Managing Director Petr Bilek warned the group that major exploits and violations of passwords are becoming a frequent occurrence and can’t be ignored or wished away. “People need to be concerned about their data. If you’re doing anything on the Internet, you need to take precautions to stay safe. Sticky Password is a strong tool in your personal arsenal against the ‘bad guys’ who want to violate your privacy,” he emphasized.

Visit [www.stickypassword.com](http://www.stickypassword.com) to download Sticky Password for free.

### About Sticky Password

Originally called Multi-Pass, Sticky Password has been storing passwords and making people more productive since 2001. In addition to managing and encrypting all your passwords, Sticky Password provides exceptional one-click online form filling. The small installation package incorporates the industry’s most powerful encryption algorithms and provides effective protection against phishing schemes, concealed key-loggers and identity theft.



Each license authorizes installation on a computer as well as on a portable memory device like a USB flash memory stick. At home and on the road, your passwords and other sensitive personal data are secure and accessible only by you.

#### About Lamantine Software

Lamantine Software specializes in developing applications in the areas of computer security and usability. Our goal is to make great software that is practical and fun to use! Combining both security and convenience, Sticky Password is the right solution for even the most demanding customers. Our products are available in several languages and quickly are becoming an integral part of the web experience around the world.

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###



### **Contact Information**

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Experior Data's Cloud Service Helps Healthcare Organizations Deploy Encryption to Protect from HIPAA, ARRA, and HITECH Act Breach Notification Rules**

*Fines for data breaches involving protected health information (PHI) can be as high as \$1.5 million. Healthcare providers and their business associates can also face criminal and civil penalties for data breaches. New rules require mass media notification if more than 500 records are breached. Experior Data's encryption platform helps protect organizations by implementing a centrally-managed data encryption solution, which can provide a safe harbor against breach notification.*

New York, NY (PRWEB) November 19, 2009 -- According to a survey conducted by the [Ponemon Institute and sponsored by accounting and consulting firm Crowe Horwath, LLC](#) 94% of the surveyed healthcare organizations will not be ready to comply with the new breach notification rules that go into effect in February, 2010. And 57% say that they have "known deficiencies concerning privacy, security, or both".

Business associates, such as law firms, accounting firms, and various services providers of healthcare providers and payers who have access to protected health information are also susceptible to data breaches. According to a survey by Healthcare Information and Management Systems Society (HIMSS) Analytics a third of business associates interviewed were not even aware they needed to comply with the new privacy and security provisions in HIPAA.

It is those deficiencies that the federal government wants healthcare providers to address. The government is providing a safe harbor for those organizations that implement data encryption.

Traditionally, data encryption software has been deployed piecemeal on many computers without a centralized method of managing or logging encryption technology. Several software packages exist that offer centralized management but require a substantial investment in hardware, software (including database servers), and ongoing staff training.

Experior Data's [OnDemand](#) cloud-based encryption service, powered by software from PGP Corporation, makes it easy for organizations to manage their encryption platform centrally. The OnDemand service can protect hard drives (whole disk encryption), file shares, portable devices like USB and external hard drives, and e-mail. Experior provides the hosting of a centralized management console, licensing of all the required software, and provides on-going technical support for a monthly fee. Client software is provided to the customer so that it can be deployed to all endpoint computer devices. Customers do not have to purchase or maintain any hardware or software.

"Experior Data's cloud-based solution strategically differs from point solutions that address one or two vulnerabilities. Rather than providing only whole disk encryption or only e-mail encryption PGP Corporation's software protects all three major areas where data lives and travels. The customer is investing in an encryption platform that addresses Data in Use, Data in Motion, and Data at Rest. And PGP Corporation offers [end-to-end e-mail encryption](#), something that is unique in the industry", says Alexander Zaltsman, CEO of Experior Data.



"Encryption has always been thought of as a complex technology that is difficult to understand, let alone deploy across an enterprise. We're making it easy and doing all the heavy lifting for our customers", says Zaltsman.

Experior Data is a Silver Partner with PGP Corporation, a global leader in email and data encryption software for Enterprise Data Protection. PGP's software is used by more than 110,000 enterprises, businesses, and governments worldwide, including 96 percent of the Fortune® 100, 74 percent of Fortune® Global 100, 80 percent of the German DAX Index and 71 percent of the United Kingdom FTSE 100 Index.

Experior continues to provide installation, configuration, and support of on-premise encryption solutions for customers who prefer to host their own encryption infrastructure.

### Why Encryption is Needed

The [Health Information Technology for Economic and Clinical Health \(HITECH\)](#) Act, passed as part of the American Recovery and Reinvestment Act of 2009 (ARRA), has substantially increased the penalties for health care organizations that suffer a security breach. Health care providers and other entities covered by the Health Insurance Portability and Accountability Act (HIPAA) are required to notify people if a breach or unauthorized access has occurred, and may result in a violation of privacy or even identity theft.

In cases where a breach affects less than 500 people health care organizations must keep a log and submit it to the Department of Health and Human Services on a yearly basis. In cases where a breach affects more than 500 people health care organizations face considerable and serious consequences. They must notify a major media outlet, the federal government, and set up a hotline.

They also face fines, in certain cases, as high as US \$1.5 million per calendar year, and the possibility of criminal charges should the company or an individual be found willfully negligent. However, covered entities that secure health information through encryption or proper destruction are exempt from the notification requirements should a breach occur. Enforcement of breach notification requirements is expected to begin in February 2010, although the government reserves the right of enforcement prior to that date but no earlier than 30 days after the publication of the interim final rule in the Federal Register.

### Contact Information:

You can find out more about Experior Data on their web site at [experiordata.com](http://experiordata.com). Call 877-4ENCRYPT (877-436-2797) or e-mail [urgent@experiordata.com](mailto:urgent@experiordata.com) to learn more about Experior Data's product and service offerings. You may also follow Experior Data's feed on Twitter ([@experiordata](https://twitter.com/experiordata)) to learn about the staff's immediate thoughts on relevant protected health information topics.

Experior Data is also seeking partners such as law firms, value-added resellers, and healthcare and management consultants to work together on securing protected health information.

### About Experior Data Security and Encryption:



Exterior Data Security and Encryption is a managed service provider and professional services firm specializing in helping customers comply with federal regulations related to health care such as the American Recovery and Reinvestment Act of 2009 (ARRA) and the Healthcare Insurance Portability and Accountability Act (HIPAA). Exterior Data differentiates itself by specializing in security and encryption of health records to ensure that health care organizations meet and/or exceed government requirements for securing protected health information.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Stics Unveils an Innovative New Predictive Analytical Model for Free Play

*Industry's first Free Play Reinvestment Model designed to help gaming properties increase gross gaming revenue.*

San Diego, CA. (PRWEB) November 19, 2009 -- Stics, a leading provider of [predictive analytic](#) products and services for the [casino and hospitality industry](#), announces a new model targeting Free Play promotions. The Free Play Model predicts the appropriate amount of Free Play needed to generate reinvestment at the rate desired by individual clients.

Stics takes the guesswork out of assigning Free Play. Our process starts by partnering with clients to understand their objectives. Then, we digest their customer loyalty data and promotional criteria through our scientific models, including our specialized business intelligence. Next, Stics delivers specific recommendations, helping clients offer the right promotion to the right customer at the right time. Finally, we give our clients detailed reports on our findings.

“Today’s market conditions require an increased focus on profitability. Stics is addressing this need with our new Free Play model and the potential it brings for greater ROI. Stics is actively developing more sophisticated technology and information systems to manage the business of gaming more profitably,” said Christy Joiner-Congleton, president and CEO of Stics.

A late October consumer confidence survey from the Conference Board reports consumers remain quite pessimistic about their future earnings and will likely constrain spending during the holidays. Joiner-Congleton added, “Consumer spending on gaming generally declines along with consumer confidence.”

To improve the profitability of Free Play and other promotional offers, it is critical to accurately and individually understand the offer in many dimensions. Stics’ scientists have augmented its offer categorization technology with the [CHIPS \(Casino and Hospitality Industry Predictive Science\)](#) solution, to more fully appreciate the value of offers, and the many dimensions of the typology and timing of offers.

Joiner-Congleton said, “Stics’ CHIPS solution makes it possible for our clients to understand the profitability of each individual customer. Our new model, Free Play, goes beyond our core offering helping clients know who to spend their promotional dollars on and how much to spend on each, in order to generate the highest returns. With Stics, our clients can improve gross gaming revenue profitably and gain a fast ROI.”

### About Stics

Stics is an innovative predictive analytics company providing customer insight for greater ROI. Our best of breed models are delivered through highly efficient [Software-as-a-Service \(SaaS\)](#), and our products are specialized for software providers, direct marketers, government contractors and the casino and hospitality industry. Stics’ unique combination of analytical software, complex mathematical models, computing power and industry experience empower our clients to more accurately predict and rank customer value. For more information, visit



<http://www.stics.com>.

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#### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

#### **News Image**

# Stics



## **New Foundation Confronts Offshoring Secret**

### *Market Research Clients and Providers Call for Transparency in Data Collection and Analytics Offshoring Practices*

Chantilly, VA (PRWEB) November 19, 2009 -- The Foundation for Transparency in Offshoring (FTO), a non-profit organization dedicated to establishing offshoring disclosure standards for companies that deal with clients' intellectual property and customer survey or database information, officially launched today.

FTO Founder & Chairman Tom H.C. Anderson, Managing Partner of the research consultancy Anderson Analytics, says FTO does not advocate for or against offshoring, but was created to bridge "a serious transparency gap between research providers and clients. Very few buyers have sufficient information to assess the relative strengths and risks associated with offshoring," said Anderson. "In most cases, research buyers don't even know that their projects are being offshored."

Illustrating this discrepancy, FTO fielded a survey among 850 U.S. and international research buyers and providers in November 2009. When asked whether their organizations offshore research projects--compared to their research agency counterparts--nearly 20% more clients said no, 40% fewer clients said yes, and 100% more clients said they were not sure.

FTO defines offshoring as the movement of a business process done at a company in one country to the same or another company in a different country, usually due to a lower cost of operations in the new location.

Commonly referred to as knowledge process outsourcing (KPO), it is estimated that as many as two-thirds of research agencies now offshore critical services--from data collection to advanced analytics--to India, Eastern Europe, Latin America and Asia-Pacific regions.

Each country and region comes with its own set of regulatory, legal, and cultural issues directly related to data security and intellectual property protection that should be understood and accounted for prior to moving research operations to these countries.

FTO Advisory Board member Sonia Baldia, a partner at Mayer Brown LLP and one of the foremost legal experts on offshoring, explained that "clients absolutely need to know about any offshore subcontracting and the location in order to gauge risks and protect themselves. Many offshoring destinations do not have well developed intellectual property laws and data protection laws. On top of that, their court systems can be a significant trap for the unwary because of the difficulties in enforcing contracts."

Gordon Morris, Global Insights Manager for Sony Ericsson (London, UK), a charter FTO member who also serves on FTO's Board of Advisors, says his company learned this lesson the hard way. "We provide our global research partners access to sensitive plans and projects that need to be researched," Morris said. "But by communicating these plans, we create a business risk. For example, one of our major product launches for 2010--the Xperia X10 Android phone--was leaked several months early. We estimate the potential damage caused by the leak at approximately €100 million."

Morris added, "Transparency in the research process is a crucial component in mitigating this risk. We need to know exactly which companies our appointed agencies are offshoring to, where they operate, and what elements of our projects are being outsourced to them."

To remedy the situation, FTO has introduced a self-certification process modeled after the EU's Safe Harbour Compliance Framework. Through a simple registration procedure, a research company can inventory its offshoring practices by activity (e.g., IT, Business Process, or Knowledge Process Offshoring), country, and provider relationship (e.g., wholly-owned subsidiary vs. independent third party).

Participating research organizations receive one of two verification seals. The first seal certifies research organizations that offshore services and have complied with FTO disclosure standards; the second seal identifies research organizations that do not offshore.

In addition to Morris and Baldia, FTO has recruited an advisory board of international clients, suppliers, academics and independent experts including the Advertising Research Foundation's Chief Research Officer, Joel Rubinson, and former ESOMAR Vice President Ann Margreth Hellberg.

FTO is actively recruiting additional advisory board members. The organization has also approached key research industry professional associations including ARF, ESOMAR, and MRA. Research buyers, full-service agencies and KPOs are encouraged to support the transparency initiative.

#### About The Foundation for Transparency in Offshoring (FTO)

The FTO is an independent, non-profit organization dedicated to educating buyers and suppliers of consumer research and analytics services on considerations related to offshoring, and to establishing sensible, clear disclosure standards for offshoring practices. FTO holds no position for or against offshoring research services, but maintains transparency and open dialogue between research buyers and suppliers are critical to making informed, secure business decisions. For more information, please visit [www.offshoringtransparency.org](http://www.offshoringtransparency.org).

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Pearl Software Achieves Windows 7 Compatibility Logo**

*Pearl Software, Inc. announced that its flagship products, Pearl Echo and Website Echo, have earned the "Compatible with Windows 7" logo. Achieving logo status indicates Pearl's products have met Microsoft's rigorous testing requirements, providing independent assurance to Pearl's customers that its technologies are compatible with 32-bit and 64-bit Windows 7.*

Exton, PA (PRWEB) November 19, 2009 -- Pearl Software, Inc. announced that its flagship products, Pearl Echo® and Website Echo™, have earned the "Compatible with Windows 7" logo. Achieving logo status indicates Pearl's products have met Microsoft's rigorous testing requirements, providing independent assurance to Pearl's customers that its technologies are compatible with 32-bit and 64-bit Windows 7. Pearl Software's Employee Internet Monitoring and Control products are designed to enable effective management of employee Internet usage in mobile, desktop and server-centric environments. Echo actively captures employee web browsing, file transfers, news, chat, IM, e-mail and web-mail, including all encoded attachments. Echo can both monitor and block e-communications based on keywords and phrases, thereby protecting against the loss of confidential information, transmittal of unacceptable content and access to inappropriate web sites.

“Our ISV community is alive with innovation, and we're committed to helping our partners drive the next generation of software experiences,” said Ross Brown, Vice President of ISV and Solutions Partners for the Worldwide Partner Group at Microsoft. “Adding compatibility for the latest Microsoft operating systems helps ISVs to stay ahead of the competition and give their customers access to cutting-edge technologies.”

“Pearl Software is excited to launch this version of Echo,” said Joe Field, CTO at Pearl Software, Inc. “Making our application compatible with Microsoft Windows 7 helps us offer our customers compelling benefits, including comfort in knowing that Pearl is out ahead in their commitment to support Microsoft's forward-looking OS initiatives.”

Pearl Software has been a Microsoft Certified Partner for more than ten years and has developed Microsoft Windows® software applications since 1996. Through engagement with Microsoft, Pearl Software has access to a variety of exclusive resources and early product information.

### About Pearl Software

Pearl Software was founded in 1996 by David Fertell and Joe Field. The company provides Internet monitoring, filtering and control products to government agencies, corporations, hospitals, schools and libraries throughout the world. Pearl Software's key patent-pending products include Pearl Echo® and Website-Echo™. The company also offers browser control software, TakeMeHome™ and partners with law enforcement to extend the application of its remote and mobile Internet monitoring and control capabilities. For additional news on Pearl Software, please visit <http://www.pearlsw.com/news>.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **MaxMind Announces Integration with ThreatMetrix Device Identification Anti-Fraud Solution**

*Combination of real-time IPGeo data with device identification data gives customers unprecedented comprehensive fraud-stopping power*

(PRWEB) November 19, 2009 -- MaxMind, a leading provider of IP geolocation and fraud detection solutions today announced that ThreatMetrix, the leading provider of device identification and fraud detection solutions has integrated MaxMind's IP geolocation/intelligence data with its device identification fraud detection solution. MaxMind and ThreatMetrix together provide customers with a comprehensive real-time risk assessment of their website visitors to detect online fraud and authenticate legitimate visitors in seconds.

With MaxMind's IP geolocation/intelligence data, ThreatMetrix customers can determine the web visitor's true IP address—even those using a hidden proxy—and utilize MaxMind's detailed IP data for fraud screening analysis. MaxMind's GeoIP data will determine where the customer's IP is located geographically and provide high risk flags such as anonymizers and satellite connections.

“We evaluated several vendors and determined that MaxMind's geolocation technology provides the best accuracy and value with our real-time device identification solution,” said Alisdair Faulkner, VP of Products at ThreatMetrix. “MaxMind IP data give our customers the ability to leverage GeoIP so they can better determine whether a computer visiting their website is a fraudster or a customer, even if it's the first time they've encountered the computer.”

“We are excited to to be partnering with ThreatMetrix,” said Ed Lin, Business Development Manager at MaxMind. “The combination of device intelligence and IP intelligence will provide merchants with a stronger screening and authentication solution that does not alter the customer's shopping experience.”

### About MaxMind

Founded in 2002, MaxMind is an industry-leading provider of IP geolocation and online fraud detection tools. By providing the geographical location of Internet visitors in real-time, MaxMind GeoIP enables over 3,000 of online businesses to target content, re-direct online traffic, analyze site logs, manage digital rights management, and detect fraud. MaxMind's fraud screening service, minFraud, builds on IP geolocation by incorporating IP reputation analysis, proxy detection, and a mutual collaboration network into a solution specifically developed for fraud screening. The mutual collaboration networks indirectly shares relevant but non-personally identifiable risk factors among thousands of online merchants for a more collective and adaptive approach to fighting fraud.

For more information, visit [www.maxmind.com](http://www.maxmind.com)

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## Evolution Evidence Overturned

*A scientist attached a whale's tail to a four-legged animal to make a "walking whale". This fossil was considered the best proof of evolution but has turned out to be a "mistake." Now this evidence for evolution has been overturned.*

(PRWEB) -- For years, scientists claimed that they had compelling fossil proof of evolution in Rodhocetus, a four-legged animal with a whale's tail. This "missing link" was considered by many evolution experts to be one of the best proofs of evolution. When biologist, physician and television producer Dr. Carl Werner went to check it out, he was in for a big surprise: There were no fossils of the tail of Rodhocetus. They were missing. When he questioned the scientist who had added the whale's tail, the scientist admitted this "best proof" did not have a whale's tail or flippers as he had suggested in museum diagrams.

This was just the first of many fossil improprieties that Dr. Werner found when he set out to evaluate evolution. Other problems included a scientist attaching a dinosaur tail to a bird to make a "flying dinosaur", and another other scientist covering up the fraud. One large metropolitan museum attached feathers to a dinosaur to make a "feathered dinosaur", even though feathers were not found. Another museum attached human hands to Lucy, even though the fossils were not human. There were other problems too: Evolution charts at museums suggested that evolution was true, but these diagrams lacked corroborating evidence.

Cover-ups, name changes, adding scales or feathers compelled Dr. Werner to ask the most basic question: Is evolution even true? He does not answer the question in the documentary "Evolution: The Grand Experiment", rather he presents the problems and allows the audience to decide.

The program was released for TV this month to coincide with the 150th anniversary of the publication of the Origin of Species November 24th, 2009. Evolution: The Grand Experiment is scheduled to play on the following networks/stations.

UK/England and Western Europe:

Sky Channel 586

Wed December 2nd Dec @7.30pm

Thu December 3rd @10.30am

Sun December 6th Dec @9.30pm

Mon December 7th @3pm

CTVN Network USA: Friday, November 20th @ 8 PM Eastern Time:

K65FI-TV, Bullhead City, AZ,

K27EC-TV, Lake Havasu City, AZ

ECTV Cable Ch. 12 & TCI Cable Ch. 27 Springfield, MO

WONO-CA, ch. 11, Syracuse, NY

WTVU-LP, ch.22, Syracuse, NY



WIXT-CA, ch. 40, DeWitt, Syracuse, NY  
WTKO-LP ch. 15, Oneida, Syracuse, NY  
WMBQ-CA, ch. 46, Manhattan, NY  
WBQM-LP, ch. 3, Brooklyn, NY  
WKBS-TV 47, Altoona, PA Johnstown/Altoona, PA  
W45BT-TV, Brookville, PA  
W18BC-TV, Middleburg, PA  
W12CA-TV, Elliottsburg, PA  
W36DO-D, Wilmington, PA  
WPCB-TV 40, Greensburg/Pittsburgh, PA  
W29CO-TV, Sharon, PA  
W35BT-TV, Harrisburg, PA  
W21CJ-TV, Clarksburg, W VA  
KMAH-LP 39 Cheyenne, WY  
KPAH-LP 24 Laramie, WY

WVCY-TV30 Milwaukee, WI  
Thursday, November 19 @ 7PM  
Friday, November 20 @ 12 Noon

KAFC Anchorage, AK (Please contact station for play times.)  
Tuesday November 24  
Wednesday November 25  
Thursday November 26

USA: Sky Angel Channel 128: Monday, Friday, November 20th @ 8 PM Eastern Time.

Romania and Western Europe:  
Alpha/Omega channel on Romanian Cable Networks and European Satellite. Please contact station for broadcast details.

Australia: UCB Australia. (Please contact station for play times.)

New Zealand: UCB New Zealand. (Please contact station for play times.)

Indonesia: UCB Indonesia. (Please contact station for play times.)

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**Online Web 2.0 Version**You can read the online version of this press release [here](#).



## **Authenware Management Team Expands with New VP of U.S. Sales**

*Thomas Knight joins next-generation security software developer.*

(PRWEB) November 18, 2009 -- [Authenware](#), a leader in keystroke biometric security, today announced Thomas Knight will join the management team as the Vice President of U.S. Sales. Knight hails from a strong background in enterprise software sales, carrying credentials from leading IT companies in the Security Space such as McAfee and Sage Software.

"We are privileged to welcome Thomas to Authenware's executive team," said [Tom Helou](#), President of Authenware. "Fitted with highly-attuned business acumen and a well-built foundation in enterprise security software solutions, Thomas is uniquely qualified to not only scout the right customers, but also engage with them on productive-long lasting relationships. Such a talent promises to develop solid partnership with industry leaders. We are proud and excited to welcome him to our team."

As Vice President of U.S. Sales, Knight will position and market Authenware's end-to-end solutions, creating a pipeline, developing sales initiatives, defining metrics, and delineating sales strategies. Prior to his position at Authenware, Knight served as a sales team leader at various enterprise software firms, including McAfee, Sage Software, Deep Nines, and Unitrends.

"I am honored and excited to begin work with a company whose technology, I believe, will have a significant impact on the security of tomorrow," said Knight. "Throughout my tenure in the enterprise software industry, I have observed the benefits technology can bring to the workplace; I have also been present in the moments of distraught anxiety when malicious online attacks crumble confidence in that technology. I sincerely look forward to sharing this element of protection with the wired community, strengthening security and confidence around the lines that connect our lives."

### About Authenware

Headquartered in Miami, Authenware is a leading innovator of keystroke biometrics software. Its identity authentication product, Authentest, recognizes valid users by calculating the unique rhythm and beat with which the typist keys in data (i.e. their username and password) on their computer keyboard. Authentest evaluates this information along with behavioral and environmental characteristics to keep hackers out and let authorized personnel in. The company services customers that span across international borders and business sectors, effectively providing security to industries such as financial services, government, transportation and logistics, manufacturing, and retail.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Oodle Partners with Anchor Intelligence to Further Enhance Quality Traffic

*ClearMark provides additional security to Oodle's online classifieds platform.*

Mountain View, CA (PRWEB) November 18, 2009 -- [Anchor Intelligence](#), the leading click fraud and traffic quality solutions provider, today announced its entrance into traffic scoring for online classifieds ads through its partnership with [Oodle](#). With its next-generation platform, Oodle powers classifieds for social networks and publishers like Facebook, MySpace, and AOL. Oodle has licensed ClearMark to score traffic, which will ensure the highest quality traffic is delivered to advertisers and partners using its classifieds platform.

For several years, Oodle has used internal proprietary fraud detection software to scan every listing posted on Oodle and its properties and identify suspicious content or users. In an effort to provide enhanced transparency and boost security within its platform, Oodle has partnered with Anchor Intelligence, a third-party traffic quality solutions provider.

"Oodle has always been focused on protecting the consumer by employing a variety of technologies and approaches," said Kevin Doerr, COO of Oodle. "At the same time, Oodle is focused on ensuring superior quality traffic to its thousands of advertisers and partners. ClearMark will contribute to Oodle's ad inventory optimization and traffic filtering programs, enabling us to deliver the highest quality clicks across a more secure platform."

[ClearMark](#), Anchor's real-time traffic scoring system, classifies traffic according to quality, enabling ad providers to maximize the value of each click. Anchor Intelligence uses conversion information and best-of-breed network security intelligence from across the web – including a private network of spam traps, honeypots, and stealth servers – to identify traffic with a high propensity to convert as well as traffic from suspicious entities. ClearMark also learns from the fraudulent activities identified within Anchor's network of customers to ensure that each benefits from that collective intelligence. ClearMark has already been successfully used to score traffic for ad networks and search engines. It is now being applied to enable classifieds advertisers to safely transact on Oodle's trusted platform. Using ClearMark, Oodle can further secure its platform to protect its advertisers and partners from click fraud and other types of invalid activity.

"Oodle is responsible for providing secure marketplaces for some of the world's fastest growing brands like Facebook and MySpace," said Ken Miller, CEO of Anchor Intelligence. "By selecting Anchor Intelligence, Oodle has taken groundbreaking strides towards further protecting its advertisers and partners and their investments online."

### About Anchor Intelligence:

Anchor Intelligence Inc., headquartered in Mountain View, CA, is the traffic quality solutions provider of choice among ad networks, search engines, and advertisers from across the globe. Using Anchor Intelligence's ClearMark, the industry's first and only real-time traffic scoring system, industry players obtain the necessary intelligence to fight click and impression fraud, efficiently manage traffic sources, and capitalize on high quality clicks while maximizing advertiser ROI. For more information, visit: [www.anchorintelligence.com](http://www.anchorintelligence.com). Follow us on Twitter: @AnchorIntel.



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Microdasys Announces GeoIP Location Support

*New feature will bring transparency and enhanced security to enterprise users.*

Las Vegas, NV (PRWEB) November 18, 2009 -- Microdasys Inc. today announced that it will include geographical server location information in its [SCIP SSL Content Proxy](#) and the [XSG XML Security Gateway](#). The new feature will inform the user of the geographical location of a web server he is connecting to, hence allowing the user to make an informed decision whether or not to proceed with the connection or to entrust that server with his personal data. Enterprise administrators will be able to define policies and have a warning displayed to the user if he connects to a server that is physically located in a certain region of the world or block connections to servers in specific regions altogether.

"Everybody can apply for a dot.com or virtually any other top level domain, that does not mean that the server is actually located in the USA or in the country the domain seems to signify. The newer generic TLD's such as biz, info or mobi only add to the problem." said Matthias

Baumhof, CTO of Microdasys. "With our GeoIP location feature, the user is informed about the physical location of the server, allowing him to identify phishing attempts and to stay away from web sites that are located in high risk countries. At the same time, system and security administrators can define policies that prevent users to connect to web sites in certain geographic areas."

GeoIP protection will be included as a standard feature in all Microdasys products and be available by the end of December 2009. Existing customers of SCIP or XSG can upgrade free of charge through their maintenance program.

About Microdasys: Founded in 2002, Microdasys is the pioneer of SSL content inspection and the developer of the patent pending XSG XML Security Gateway. Based in Las Vegas, USA, Microdasys sells and supports its products through a worldwide network of security focused resellers and distributors. For more information, visit [www.microdasys.com](http://www.microdasys.com).

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

### **News Image**





## **Black & Decker Paper Shredders Encourage Identity Theft Protection**

*New line of shredders are the “must-have” home appliance.*

Commerce Township, MI (Vocus) November 17, 2009 -- Americans receive almost 4 million tons of junk mail every year, according to the Clean Air Council. Largely unopened and tossed out, junk mail can contain personal information that, if not guarded, can lead to identity theft. To help consumers protect themselves against identity theft, Black & Decker recently launched a line of paper shredders that feature innovative designs and added safety features that fit perfectly in the home or home office.

More than ever, critical information is coming into America’s homes. Since the first half of 2009, 135,534 Americans have been victimized by paper-related identity theft, which is at an all time high, according to data provided by the Identity Theft Resource Center. Not even [Federal Reserve Chairman Ben Bernanke](#) or famous golfer [Tiger Woods](#) are immune - both have been victims of identity theft. Fueled by concerns over information security and identity theft, the shredder market has exploded and evolved from primarily an office product to a personal product for in-home use over the last three years.

Designed for the home and small offices, Black & Decker paper shredders are stylish, efficient and available in a variety of models:

- \* 8 and 10 Sheet Crosscut: Keep your identity and family safe. These appliances incorporate new safety features, including a safety shield for added security. Power Boost™ Technology allows you to get through tough paper jams. With just one touch of a button, the motor goes into overdrive and powers through the occasional jam. Generous four-gallon capacity design fits well in any home.

- \* Studio Shredder: Paper shredders don’t have to crowd your style. The space saving, slim (four inch wide) design of this shredder fits well in any room in the home. The pull-out bin is lightweight and easy to empty. Whether for your living room, kitchen or home office, jazz up your space with one of three colors – white, black and red.

- \* Identity Theft Buster: Protect your identity in style. The stylish shredder fits well in any room of the home thanks to its convenient countertop design and choice of two colors – red and black. The powerful motor shreds through unopened junk mail, 20 sheets of paper, plus CDs, DVDs, credit cards and staples.

- \* 12 and 15 Sheet Crosscut: Maintain a secure office and home with this ultra quiet, large capacity shredder. It’s engineered for heavy duty performance, and is designed to crosscut shred large amounts of paper, plus CDs, DVDs, credit cards and staples. Safety features include a protective cover that provides enhanced protection and acts as a convenient paper guide when open.

“It’s surprising that with all of the information and personal stories about identity theft in the news, more people are not shredding their personal information,” said Joel Wasserman, general manager, Black & Decker Workspace Solutions. “Whether a credit card offer, bank statement or a draft of a business proposal, Black & Decker paper shredders provide trusted protection, durability, design and convenient security options for the home and small office.”



Black & Decker paper shredders, the newest essential for the home and small office, are durable and easy to use. A variety of models are available ranging from \$39.99 to \$189.99.

For more information about Black & Decker paper shredders, please visit [www.blackanddeckershredders.com](http://www.blackanddeckershredders.com).

About Black & Decker Paper Shredders:

For nearly 100 years, Black & Decker has been the trusted brand leader in providing intelligent solutions for everyday life. As life changes, Black & Decker continues to offer innovative product solutions.

###



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### Online Web 2.0 Version

You can read the online version of this press release [here](#).

### News Image





## **Vehicle Protection Association Supports Proposed Statutes that Seek to Put an End to Call ID Spoofing**

*Trade association for automotive service contract firms pledges support to put an end to telemarketing tactics that deceive consumers.*

Selbyville, DE (PRWEB) November 18, 2009 -- The [Vehicle Protection Association \(VPA\)](#), an association formed to promote regulatory transparency, education, and accountability for marketing and servicing of automotive service contracts, today announced their strong support for several bills currently working their way through Congress that seek to add stiff penalties for anyone engaging in caller ID spoofing.

Spoofing is the practice of transmitting misleading or inaccurate caller identification information. Disreputable companies use spoofing as a way to get consumers to answer telemarketing phone calls they may not otherwise pick up.

Some of the bills currently in Congress are seeking criminal charges for anyone engaging in this practice. The first, S.B. 30, is looking to make spoofing a felony. Sponsored by Senator Bill Nelson, D-Fla., S.B. 30 was approved by the Senate Commerce, Science and Transportation Committee on August 5. In addition, H.R. 1258, which is pending in the House Energy and Commerce Committee, seeks Federal Communications Commission guidelines against spoofing and H.R. 1110, which is also pending in the House, provides for prison terms up to five years for spoofing.

The VPA supports the regulation of spoofing and strongly condemns recent deceptive telemarketing practices perpetrated by a handful of automotive service contract sellers that the VPA insists is not representative of the industry.

"The Vehicle Protection Association strongly supports any measure that helps us rid the marketplace of deceptive marketing practices that seek only to harm consumers," said Larry Hecker, executive director of the VPA. "We condemn these deceptive and unlawful practices and are pleased by legislation such as this that helps in the fight against telemarketing spam and vehicle warranty scams."

The Vehicle Protection Association has been active in reforming an industry in need of restructuring. In addition to supporting measures by the Federal Trade Commission to ban robo-calling, the VPA recently launched a [certification-audit program](#) that will evaluate member companies based on a set of established standards.

"The efforts of the Vehicle Protection Association are centered around protecting consumers and ridding the automotive service contract industry of deceptive practices," Hecker said. "We are confident that the actions we have already taken and the new programs we are seeking to roll out will help to create clarity and transparency throughout the industry."

About the Vehicle Protection Association

[The Vehicle Protection Association \(VPA\)](#) is a not-for-profit trade association representing firms that are active



in the automotive service contract industry. Members include service contract finance companies, marketers, administrators, insurers, and software providers. VPA currently has more than 50 members. The organization is committed to ensuring regulatory compliance among members, educating consumers on their rights, [protecting consumers](#), and otherwise ensuring the integrity of the automotive service contract industry.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Data Devices Intl Celebrates 37 Years With Recession-Busting Free Shipping**

*Data security equipment industry leader Data Devices International, Inc. celebrates 37 years in business with special recession-busting promotions to its customers: free shipping on any purchase and free personal shredders with equipment purchase.*

San Marino, CA (PRWeb) -- Data Devices International, Inc. is celebrating 37 years in business as a leader in the data security industry by offering free shipping on any purchase within the U.S. Offering a comprehensive one-stop shopping experience for customers' data security needs, [www.datadev.com](http://www.datadev.com) provides one of the broadest selections available of data security-related equipment.

“Our job is to help our customers find the best solution to their data security needs, whether that’s a machine that will shred your hard drives into pieces or a hard drive eraser that can be used quietly at your desk. We can help streamline the process by offering free shipping on any purchase within the U.S.,” said David Partridge, President of Data Devices International.

As an additional special holiday promotion through the end of 2009, Data Devices is offering a free personal paper, CD and DVD shredder with any equipment purchase.

Data Devices is the only data security company that offers both depot repair and on-site maintenance contracts, as well as on-site training and installation of technical equipment. Our GSA contract permits us to extend these unique offerings to all government users.

In today’s litigious world, every organization must be vigilant about how they discard any data, especially since the passing of laws such as the Health Insurance Portability and Accountability Act (HIPAA), Gramm-Leach-Bliley Act (GLBA), and the Sarbanes-Oxley Act. However, with data erasure and disposal, there is a learning curve. Data Devices International offers additional Web resources that provide information and education on data security equipment with [Degausser.com](http://Degausser.com) and [HardDriveEquipment.com](http://HardDriveEquipment.com).

As consumers are becoming more conscious about recycling and recyclable materials, erasing and reusing material such as video and computer tape can save the consumer time, space, and money while doing their part to help the environment. Data Devices’ low price policy ensures that every user has access to the best available data security equipment at the best prices.

The free shipping promotion for purchases within the United States will run through the end of 2009.

For additional information, contact Monica Partridge or visit [www.datadev.com](http://www.datadev.com).

### About Data Devices International

Data Devices International, Inc., is a leader in the field of data security products and services, specializing in degaussers, hard drive destroyers & shredders, hard drive duplicators & erasers, tape equipment, and industrial shredders & destroyers.



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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Applicure and Codero Align to Deliver Enterprise-Class Website Security to SMB Market**

*Applicure Technologies announced today that it has partnered with Codero, a dedicated and managed hosting company focused on the real needs of today's small- and mid-sized businesses. dotDefender enables Codero customers to protect their websites, applications, and data from malicious users seeking to exploit vulnerabilities.*

Herzeliya, Israel (PRWEB) November 18, 2009 -- Applicure Technologies, Ltd., a leading provider of Web application security software, announced today that it has partnered with Codero, a dedicated and managed hosting company focused on the real needs of today's small- and mid-sized businesses. The partnership enables Codero to provide the award-winning dotDefender Web application security solution to its dedicated and managed hosting customers, helping them protect their websites from external and internal attacks. Small-to-medium businesses hosted on thousands of servers at Codero can now immediately add additional security to their hosting, augmenting existing security measures and helping meet compliance requirements.

Yaacov Sherban, Applicure CEO, stated, "Codero is clearly a market leader in dedicated and managed hosting. dotDefender is the Web application security solution of choice for the hosting industry. There is obviously great synergy in the coupling of premium managed hosting solutions with Applicure's award-winning defense technology. We are excited to partner with Codero and provide a needed solution to its expanding customer base."

Even with network security measures in place, hackers can breach a website using a number of methods including SQL injection, cross-site scripting, and session hijacking. These dangerous attacks appear as harmless traffic to a network firewall or anti-virus program and will therefore be allowed to pass through. Based on a comprehensive knowledgebase and sophisticated pattern matching technology which identifies attacks accurately and stops them before they reach their target, dotDefender enables Codero customers to affordably protect their websites, applications, and data from malicious users seeking to exploit vulnerabilities.

"Applicure's dotDefender software-based Web Application Firewall represents a great complement to our security tools for dedicated servers," notes Phil Spencer, CEO at Codero. "Designed for multiple platforms and easy deployment, we're confident this highly-awarded solution offers additional protection for our customers against hackers, data theft and other emerging threats."

### About Codero

Specializing in dedicated and managed hosting solutions for small-to-mid-sized businesses, Codero offers advanced email, backup, security and networking solutions. This includes a full line of high-performance Windows® and Linux servers as well as EVault Backup, Pinnacle Shopping Cart, and one of the industry's first rewards programs. All Codero products are backed by secure data centers, live 24/7/365 U.S.-based support and a seasoned staff with international experience in the hosting business for over 15 years. For more information about Codero, please visit [www.codero.com](http://www.codero.com).

### About Applicure



Applicure Technologies Ltd. (TASE: APCR) develops the leading multi-platform Web application security software products to protect Web sites and Web applications from external and internal attacks. Built with years of research into hacker behavior, Applicure solutions feature a comprehensive knowledge base to identify attacks accurately, and to stop them before they reach the Web site or application. Applicure's flagship product, dotDefender, is deployed globally and is serviced by offices and business partners in North and South America, Europe and Asia.

#### About dotDefender

dotDefender delivers comprehensive protection against SQL injection, cross-site scripting and many other application-level attacks, and fulfills the challenging application layer firewall requirements of the PCI Data Security Standard. With thousands of installations, customers and partners, from SMB/SME to Fortune 1000 enterprises including a diverse range of hosting providers, dotDefender meets the demands of application security around the world for strong and affordable protection technology. For more information, please visit <http://www.applicure.com>

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Alvand Solutions Launches New Company Focused Exclusively on Offshore Development Management and Training and Enterprise Data Protection.**

*Alvand Solutions has announced the launch of their new company based in Southern California focused on Offshore Software Development Management & Training and Enterprise Data Protection solutions. Alvand Solutions offers clients world-class technology solutions, professional services and technical training while concentrating on successful offshore project completion and the security of critical data assets.*

Laguna Niguel, CA (PRWeb) November 18, 2009 -- Alvand Solutions has announced the launch of their new company based in Southern California focused on Offshore Development Management and Training and Enterprise Data Protection solutions. Alvand Solutions' goal is to become a trusted partner to clients by providing world-class technology solutions, professional services and technical training. The company strives to deliver significant value to organizations through the innovative implementation and support of critical IT solutions securing a positive return on project-oriented investments.

Alvand Solutions is comprised of a team of IT industry professionals with significant industry and related information technology training and expertise. The team is diverse and has the proven ability to provide cutting-edge industry insight. Each IT expert has a long history of service in various lines of business and has developed expertise with a multitude of technologies and business systems solutions. Successful enterprise data protection and offshore software development management projects have already been implemented by Alvand Solutions.

“Our comprehensive IT knowledge and multiple industry experience can help clients find the right answers for their IT challenges,” stated David Jones, Alvand Solutions executive vice president. “We offer a range of IT solutions, however, we are highly focused on managing the offshore software development activities that many internal organizations struggle with on a daily basis. Also, our Enterprise Data Protection solutions provide peace of mind to company executives allowing them to better focus on achieving their business objectives.”

Quotes from current Alvand Solutions business partners include:

“Alvand Solutions provided key support and collaboration with my offshore team leading us to improve team communication, efficiency, and quality.”

Kristian Dolan President, E2E Systems

“The Alvand Solutions team has been an invaluable partner in providing guidance to our mutual U.S.-based clients.”

Vikash Sinha, CTO, ANMSOft

Industry analysis indicates that there are no signs of a slowdown in the United States to use outside or offshore service providers. Software development, the most popular category of outsourcing, is also the category that is growing the fastest indicating a strong need for development management.

In today's rapidly changing business environment, sensitive data is subject to threats at every turn making Enterprise Data Protection increasingly necessary. With regulatory and compliance requirements on the rise, enterprises are seeking a comprehensive solution that secures data across the connected enterprise Alvand



Solutions provides the expertise to implement these business solutions.

To find out more about Alvand Solutions and how our services will benefit your organization, download a free technology white paper at [www.alvandsolutions.com](http://www.alvandsolutions.com) today or e-mail [info \(at\) alvandsolutions \(dot\) com](mailto:info@alvandsolutions.com).

#### About Alvand Solutions

Alvand Solutions provides Offshore Development Management and Training, Enterprise Data Protection, Application Development and IT Services to secure a return on your technology and development investments. Alvand Solutions is a team of technology professionals with significant industry and related information technology experience. The team, based in Southern California, is highly focused on Offshore Development Management and Training and Enterprise Data Protection. This focus leads to successful offshore project completion and security of data assets, while our quality assurance and business processes facilitate risk management, continuous learning, and information sharing with the client and the development team. Contact Alvand Solutions by calling 888.755.2702 or visit [www.alvandsolutions.com](http://www.alvandsolutions.com).

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Approved Cash Advance Implements Chexar Risk Management Platform for Check Cashing Pilot**

*106 million under-banked consumers stand to gain as Chexar Networks client base skyrockets across the nation.*

(PRWEB) November 17, 2009 -- [Approved Cash Advance](#), a leading provider of short term lending solutions, has just completed the implementation of a risk management solution offered by industry leader [Chexar Networks, Inc.](#) (“Chexar”) in Atlanta, Georgia. The move is part of a trend among the nation’s top consumer lenders, retailers and banks to offer the transaction based financial services that more than 100 million under-banked consumers across the country depend upon daily.

Chexar’s one of a kind solution was developed in 2001 and enables a financial services provider to fully serve the under-banked consumer by cashing any type of US denominated check of any size. Chexar’s solution combines Software as a Service (“SaaS”) with Business Process Outsourcing (“BPO”) to enable virtually any retail center to offer complicated check cashing services at the point of sale with ease. Clients interact with the system via the web and have access to over 100 risk specialists 7 days a week whose number one goal is to safely say “yes” to the consumers in the client locations wanting to cash checks.

Chexar’s Founder and CEO, Drew Edwards said “our clients avoid expensive and distracting internal investments in expertise, technology and people and gain an additional revenue source within weeks of contracting with us. The capability we afford them takes a traditional check cashing operator years to acquire and our clients are successfully competing day one.”

Joshua Davis, VP of Operations for Approve Cash Advance commented “we looked at solutions offered by several providers in the marketplace before choosing Chexar. At the end of this process, we concluded that Chexar’s solution was truly the best fit for us and that their clients were very happy with the experience and with the results. At the end of the day, we needed a partner that could successfully walk us into a brand new segment of business and Chexar has done that.”

Edwards went on to say, “I believe we are enabling a paradigm shift in the marketplace where check cashing services are becoming ubiquitous and the competition is driving down prices for the consumer. At the same time, the longer a client is on the Chexar platform, the lower the cost becomes and in the end, the consumer will benefit.”

### About Approved Cash Advance

Approved Cash Advance (“ACAC, Inc.” dba “Approved Cash Advance Centers”, “A Dollar Cash Advance”, “Quick Lend, Inc.”) is a leading provider of short-term financial solutions in 204 retail branches in 8 states. Originated in 2005 from the purchase of various businesses and de nova growth, the company offers quick, confidential, friendly customer service to insure that customers’ financial needs are met. Check-cashing is the latest venture that the company offers, along with payday loans, title loans, internet lending, tax preparation, debit card solutions, and installment loans. Approved Cash Advance is proud of the opportunity to partner with Chexar



on this latest venture.

#### About Chexar

CHEXAR® is a technology and verification company that provides its clients with a centralized turnkey risk management system enabling them to safely and profitably offer professional check cashing services at their retail locations. Chexar's SMART SCOREsm check processing system combines learning databases with live risk management centers to successfully manage the risk of cashing all types of checks. Born originally as a retail financial services provider, Chexar and its team bring insight and support to traditional and non-traditional lenders and retailers, seeking to add check cashing services to their business model. Today Chexar has over 100 employees serving thousands of locations in 36 states and is the fastest growing total solution provider for check cashing in the industry. Chexar's technology is also available as a hosted system providing robust centralization for volume check cashing operators that want to run their own risk centers.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## **Roger Roberts Joins Advisory Board of Leading Keystroke Dynamic Developer**

*Former Citrix executive accepts board position at Authenware's first annual meeting*

Miami, FL (PRWEB) November 17, 2009 -- [Authenware](#), a leader in keystroke biometric security, today announced former CEO and Chairman of Citrix Systems Roger Roberts will join Authenware's Advisory Board. With an official introduction and welcome at the company's first annual meeting in Miami, Florida, Roberts offers Authenware's executive team over three decades of experience at high-tech powerhouses, including Citrix and Texas Instruments.

"We are honored Roger has accepted a seat of leadership at Authenware's advisory table," said [Ron Brittan](#), Chairman and CEO of Authenware. "At Citrix, Roger cultivated an environment where innovative thoughts, novel ideas, and 21st century technologies could mature into employable products -- where the technological theories of America's inventors could be harvested, yielding critical improvements to virtual workplaces. On behalf of Authenware's entire staff, I am privileged to welcome Roger to our team. We stand ready to integrate his earned wisdom into our best practices."

Roberts' joins Authenware's board with practical knowledge of transforming good ideas into a business enterprise. As [Citrix System's](#) president, (June 1990 to January 2008), Chief Executive Officer (June 1990 to December 1998), Chief Operating Officer (June 2000 to June 2001), and most recently, Chairman of the Board (June 2000 to May 2002), Robert's developed this start-up company into a global leader during his 11-year tenure. Prior to Citrix, Roberts spent over 20 years at Texas Instruments, serving in technical, marketing, and general management positions.

"I am privileged to support the expansion of Authenware's keystroke dynamic software," said Roberts. "Simply put, if technology is breached, any convenience achieved through technology is negated. Too often, Internet users are convinced that privacies and protections must be forfeited for expediency and accessibility. Authenware, however, uniquely combines convenience and security, utilizing the same login format, but measuring a fresh, new variable. As a new Advisory Board member, I look forward to becoming an active participant in this security revolution."

### About Authenware:

Headquartered in Miami, Authenware is a leading innovator of keystroke biometrics software. Its identity authentication product, Authentest, recognizes valid users by calculating the unique rhythm and beat with which the typist keys in data (i.e. their username and password) on their computer keyboard. Authentest evaluates this information along with behavioral and environmental characteristics to keep hackers out and let authorized personnel in. The company services customers that span across international borders and business sectors, effectively providing security to industries such as financial services, government, transportation and logistics, manufacturing, and retail.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Kroll Fraud Solutions Helps Organizations Find and Fix Data Security Vulnerabilities**

*New Kroll Security Risk Assessment enables organizations to measure current levels of data protection and address unacceptable exposure with ease and minimal internal resource requirements*

Identity theft experts at [Kroll Fraud Solutions](#) have upgraded their comprehensive [Security Risk Assessment](#) to help impacted organizations identify existing data risk hot spots and determine how well-protected the exposures are at current security levels.

The Security Risk Assessment features improved usability, increased scope of analysis, and next steps to better help organizations ensure that existing safeguards are keeping pace with the evolution of data breach types, be they targeted or accidental forms of data loss and exposure.

Kroll's upgraded Security Risk Assessment features:

- A series of 38 detailed questions that cover 12 risk "domains," which consist of areas such as administrative, technical and physical security. The questionnaire is completed by the organization and returned to Kroll for scoring.
- A proprietary algorithm executed by Kroll that calculates organizational risk based on the organization's specific responses.
- A scored report for the organization, accompanied by a focused set of recommendations unique to the organization's situation.

With this upgrade, organizations will be able to pinpoint specific data security risks and use industry-leading recommendations to strengthen security in areas that pose the greatest threat to their enterprise. This assessment is part of Kroll's multi-faceted breach preparedness program.

WHEN -- Starting today, a demonstration of the new Kroll Security Risk Assessment will be available on the Kroll Fraud Solutions Web site.

HOW -- For more information, visit: <http://www.krollfraudsolutions.com> or call 1-866-419-2052.

### About Kroll

Kroll, the world's leading risk consulting company, provides a broad range of investigative, intelligence, financial, security and technology services to help clients reduce risks, solve problems and capitalize on opportunities. Kroll Inc. is a wholly-owned subsidiary of Marsh & McLennan Companies, Inc. (NYSE: MMC), the global professional services firm. Kroll began providing identity theft solutions in 1999 and created its Fraud Solutions practice in 2002 in response to increasing requests from clients for counsel and services associated with the loss of sensitive personal information, and related identity protection and restoration issues facing



organizations and individuals. Since then, Kroll's Fraud Solutions clients have included Fortune 500 companies, non-profit organizations, and government entities dealing with healthcare, financial services, insurance, consumer service, and any activity involving the collection and use of personal information. Kroll's Fraud Solutions team presently serves over 10,000 businesses and millions of individual consumers. For more information, visit: [www.krollfraudsolutions.com](http://www.krollfraudsolutions.com).

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **IAPP Ramps Up Advocacy Efforts with New AP Alliance Program**

*Accounts payable departments are establishing themselves as revenue generators rather than cost centers as organizations worldwide tighten their spending and seek ways to become more efficient in today's economy. In support of their work, International Accounts Payable Professionals is stepping up its advocacy efforts and challenging partners in its new AP Alliance Program to do the same. Business Strategy Inc. is the first to take the challenge.*

Orlando, Fla. (PRWEB) November 17, 2009 -- Accounts payable departments are establishing themselves as revenue generators rather than cost centers as organizations worldwide tighten their spending and seek ways to become more efficient in today's economy. In support of their work, International Accounts Payable Professionals is stepping up its advocacy efforts and challenging partners in its new AP Alliance Program to do the same.

“Our ultimate goal is for CFOs, CEOs, controllers and others to recognize AP as a vital part of a corporation's success,” says Tom Bohn, CEO and executive director of IAPP and its sister organization, International Accounts Receivable Professionals. “Corporate executives need to know they can look to AP departments to find ways to cut wasteful spending and streamline operations. By showcasing the important role AP plays in today's economy, we elevate the standing of not only our IAPP members, but also the profession as a whole.”

The AP Alliance Program is designed to raise the bar on professionalism in accounts payable by providing a clearinghouse of information and expertise on industry issues and trends. The nonprofit association encourages its AP Alliance partners to:

- 1) Publicly adopt IAPP standards of professionalism that guide the way they conduct business.
- 2) Achieve Certified Accounts Payable Professional (CAPP) or Certified Accounts Payable Associate (CAPA) designations through the IAPP.
- 3) Enroll their departments in a group membership, which brings them extra benefits and discounted rates.
- 4) Become speakers or trainers in the profession through the IAPP.

Business Strategy Inc. of Grand Rapids, Mich., which specializes in procure-to-pay risk assessment, telecom optimization, and account payable automation solutions helped launch the program by becoming the first company to sign on as an AP Alliance partner. The firm worked with the IAPP to institute training sessions and on-site certification preparation classes, among other initiatives. As a result, all 21 members of BSI's field operations audit team took the CAPA exam and 95 percent passed. The IAPP's average pass rate is a little more than half.

“As of August 2009, we updated our requirement, which now entails that every member of our field operations audit staff holds either a CAPA or CAPP certification based on current level of responsibility,” says Dan Geelhoed, president and chief operations officer for BSI. “Several of our supervisors and managers already held this and other certifications and will be required to maintain their IAPP certification in order to meet our company goals. ... We believe this not only provides growth for our associates but also clearly distinguishes us as the industry leader.”



BSI has also committed to continued support of the IAPP by speaking at local chapters, hosting virtual chapters, webinars, and panel discussions at the annual forum. “We strongly believe in the IAPP and its mission to educate and expand the Accounts Payable profession”.

More information about the AP Alliance Program is available at [www.TheIAPP.org](http://www.TheIAPP.org).

#### About IAPP and IARP

International Accounts Payable Professionals is internationally recognized as the trustworthy guidance-setting association for the accounts payable profession. Serving members throughout the world, IAPP is the AP professional’s global voice, chief advocate, recognized authority, acknowledged leader, and principal educator on all AP operational, regulatory, leadership, tax, control, and fraud-related topics. Together, the IAPP and its sister organization, International Accounts Receivable Professionals, have more than 5,000 members in 70 chapters throughout the United States, Canada, and the United Kingdom, and provide training, conferences, knowledge sharing, certification, online resources, AP Matters and AR Matters magazines, and more. For more information, visit [www.TheIAPP.org](http://www.TheIAPP.org) and [www.TheIARP.org](http://www.TheIARP.org).

#### About Business Strategy Inc.

Business Strategy Inc., founded in 1992, helps companies obtain immediate impact to their bottom line as well as improvements to their internal control processes by providing a procure-to-pay risk analysis and accounts payable automation solutions for corporate transactional processes. For more information, visit [www.businessstrategy.com](http://www.businessstrategy.com).

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Credomatic Selects PCI Compliance Provider ControlScan for Their Portfolio of Small Merchants**

*Offerings Available through ControlScan Provide Credomatic Merchants with Comprehensive and Easy-to-Use PCI Compliance Solutions*

Miami, FL and Atlanta, GA (PRWEB) November 17, 2009 -- Credomatic (credomaticusa.com), a leading processor in the Credit Card Issuing and Merchant Acquiring businesses, has joined forces with ControlScan (controlscan.com), a leading provider of Payment Card Industry (PCI) compliance and security solutions exclusively focused on small- to medium-sized merchants, to help its merchants meet mandatory requirements set forth by the PCI Security Standards Council (PCI SSC).

"To demonstrate our commitment to cardholder data security, Credomatic has partnered with ControlScan to help our merchants validate compliance with the PCI Data Security Standard (PCI DSS)," said Joe Creegan, national sales manager, Credomatic. "Not only does ControlScan regularly enhance its solution making it easier to use, but they take a personal approach to support making it simpler for our merchants and giving us confidence that they will achieve PCI compliance in a timely fashion."

Credomatic merchants will now have access to ControlScan's PCI 1-2-3 compliance solution, available online via a Web-based merchant portal called [controlscan.com/credomatic](http://controlscan.com/credomatic), which provides merchants with the leading tools and support necessary to analyze, remediate and validate PCI compliance, including:

- PCI 1-2-3 Self Assessment Questionnaire
- PCI 1-2-3 Vulnerability Scanning
- PCI 1-2-3 Security Policy Builder
- PCI 1-2-3 Security Awareness Training
- Personal Touch Support

"We are excited to be working with Credomatic in this partnership," said Jethro Felton, executive vice president, sales and business development, ControlScan. "Our exclusive focus on the small merchant married with Credomatic's commitment to excellent service is the formula that will ensure the PCI program's success. Together we have a great opportunity to educate Credomatic's merchants and provide the tools and hands-on support necessary to achieve and maintain PCI compliance."

For more information about this partnership, please call 1-800-825-3301.

### About Credomatic:

Established in 1981, Credomatic of Florida, the Miami-based affiliate of Grupo Credomatic, provides an array of innovative and profitable credit card solutions to financial institutions for both credit card issuing and merchant processing services for Visa, MasterCard and American Express. In the United States, Credomatic of Florida provides merchant processing services for all major credit card brands to a variety of merchants including retail



stores, restaurants, hotels and others. Credomatic is a GE Money Partner, supporting over 100,000 merchant accounts and providing issuing services for over 2 million cardholders.

For more information call Joe Creegan, National Sales Manager at 888-822-4368 or visit [credomaticusa.com](http://credomaticusa.com) or for details on Credomatic's partner program visit [credomaticpartner.com](http://credomaticpartner.com).

About [PCI Compliance Provider](#), ControlScan:

Headquartered in Atlanta, Georgia, ControlScan is the leading provider of Payment Card Industry (PCI) compliance and security solutions designed exclusively for small- to medium-sized e-commerce and retail merchants. ControlScan provides easy-to-use Web-based security solutions and a personal level of service that make it easy and cost-effective for these businesses to analyze, remediate and validate compliance. ControlScan is the solution of choice for small merchants and acquirers because it offers security solutions that are built specifically with the small merchant in mind, a personal level of service and the best results. Acquirers and other merchant service providers rely on ControlScan to manage PCI compliance programs for their entire merchant portfolios to ensure maximum compliance rates. For more information about ControlScan call 1-800-825-3301 or visit [controlscan.com](http://controlscan.com). Media can contact Heather Varian Foster at 678-279-2644.

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[http://www.controlscan.com?campaign=Nov09A&utm\\_medium=OPR&utm\\_source=PRWeb&utm\\_content=1](http://www.controlscan.com?campaign=Nov09A&utm_medium=OPR&utm_source=PRWeb&utm_content=1)

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

### **News Image**





## **PacNet Services' MarketDirect Users Sidestep PCI Compliance Hurdles**

[PacNet Services](#), an international payment processing company, reports that users of the MarketDirect secure hosted payment page can sidestep the time and expense involved with PCI compliance.

Vancouver, BC, Canada (Vocus) November 17, 2009 -- International payment processing company [PacNet Services](#) reports that users of the MarketDirect secure hosted payment page are avoiding the time and expense associated with achieving and maintaining PCI compliance. PacNet's MarketDirect package was developed as an easier, faster and less expensive way for ecommerce companies of all sizes to accept and process multi currency credit card payments over the internet. The hosted payment page enables ecommerce merchants to take advantage of multi currency international credit card processing, receiving funds in whatever currency they require. Key benefits include not only a boost in sales but a valuable reduction in chargebacks; because customers see the exact amount that will be charged to their card, there is a reduced likelihood of confusion or buyer's remorse when they receive their statement. However, the value that [MarketDirect](#) offers in terms of PCI compliance responsibilities is also becoming evident.

By choosing to implement MarketDirect, merchants ensure that sensitive cardholder data never passes through their servers, which also saves them the considerable expense of acquiring sophisticated IT resources to handle payment security. As all compliance deadlines have already passed, some merchants are now scrambling to understand and implement the PCI Data Security Standards across their business practices. In sharp contrast, MarketDirect clients often have to do little more than complete a simple self assessment questionnaire.

“Since the PCI DSS were introduced, credit card merchants have had to educate themselves, and develop a plan to validate their compliance. The entire process can require a considerable investment of time and resources for companies that want to accept payments by credit card; very few business owners have the capacity to investigate exactly what compliance involves for their particular situation”, comments Renée Frappier, Director of Marketing for PacNet Services. “MarketDirect clients enjoy the freedom of knowing that because all cardholder data passes over PacNet's own secure servers, they do not have to be concerned with arduous scanning and validation processes, nor do they need to worry about creating plans to protect against future vulnerabilities. As long as none of their other business practices bring them into contact with cardholder data, compliance can potentially be as easy as filling out a short self assessment questionnaire.”

The basic [MarketDirect](#) package includes Visa and MasterCard merchant accounts in up to three of 137 different currencies, implementation support, a customized payment page that can be integrated with any website or shopping cart solution, unlimited transactions authorized over PacNet's secure servers and settlement in any currency the merchant requires. PacNet's clients have been using the MarketDirect secure hosted payment page since January. “Client uptake of the MarketDirect service has been strong” adds Frappier, “not only for enhancing international marketing efforts, but also for alleviating PCI compliance concerns. The combined appeal for international ecommerce is irresistible.”

About PacNet:

[PacNet Services](#) is a payment processing company that offers a wide range of domestic and international



payment solutions. A single account at PacNet gives clients access to Visa and MasterCard merchant accounts as well as the facilities they need to accept direct debit, ACH, personal checks and bank transfers from the US and around the world. PacNet also facilitates outgoing payments by check and eft for refunds, rebates, commissions, dividends and prizes in both major and developing markets around the world.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Monexa CEO Talks ‘Game-Changing Billing’ at SIIA OnDemand 2009

*Monexa launches new brand at SIIA OnDemand 2009. Monexa CEO John Jacobson describes why Monexa is the best way for SaaS and cloud infrastructure companies to better monetize their services.*

(PRWEB) November 17, 2009 -- On-demand billing experts [Monexa](#) launched a [new name and brand](#) at SIIA OnDemand 2009. Monexa’s presence at the show garnered significant attention, confirming the company’s position on the cutting edge of cloud-based subscription billing. Monexa enables SaaS and Cloud companies to better monetize their services and grow their businesses faster. Monexa's industry leading [product catalog](#) and rating engine allow service providers the flexibility to price and package their offerings the way customers from different market segments want to buy.

“We were thrilled with the reception that the Monexa brand received at SIIA OnDemand. The conference theme of "growing revenue" produced some outstanding sessions on pricing, packaging and channel sales strategies that we see in action everyday with our customers. The event reinforced our belief that subscription billing is a critical enabler of growth for SaaS and Cloud companies.” states John Jacobson, President and CEO of Monexa.

The name Monexa, as stated in an interview with [DreamSimplicity at SIIA OnDemand](#), refers to a focus on monetizing clients’ online services to increase their revenue and improve their cash flow. As explained in an [additional interview at SIIA](#), Monexa provides companies with the freedom to market their services with creative pricing plans. The brand is centered on rapid and dependable monetization for any business, proving that ‘game-changing billing is now possible’.

Monexa was interviewed by Novell, DreamSimplicity, ZDNet France, IT Newswire, Software Insider’s Point of View and SIIA at the 2009 conference. Additionally, the company has received recent media attention from ITWorld, Business in Vancouver and TMC.net.

This news release does not constitute an offer to sell or a solicitation of an offer to buy any of the Company's securities in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the "1933 Act"), or any state securities laws and may not be offered or sold within the United States or to U.S. persons unless registered under the 1933 Act and applicable state securities laws, or an exemption from such registration is available.

### Forward-Looking Statements

This news release contains forward-looking statements. Actual events or results may differ materially from those described in the forward-looking statements due to a number of risks and uncertainties, including changes in financial and product market conditions. Forward-looking statements are based on management's estimates, beliefs, and opinions. The Company assumes no obligation to update forward-looking statements, other than as may be required by applicable law.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the



TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## “Galleon” Alpha Analysis

*In a five pages analysis, published the 13.11.09, AlternativeSoft reveals that some "Galleon" hedge fund monthly returns were much higher than the monthly indices the manager was trading.*

(PRWEB) November 16, 2009 -- AlternativeSoft is a Zurich-based “software provider” for hedge fund selection. And their analytical process for Galleon — the New York hedge fund being investigated for insider trading — involves statistical analysis and regressions like replicating Galleon’s buy and hold strategy and then computing the return differential between that and its monthly returns (see the five pages analysis here: <http://www.hedgeweek.com/sites/default/files/Galleon%20Alpha%20Analysis%20Nov%202009.pdf>) . Please click to enlarge the attached picture to view the table.

These are Galleon’s historical alpha, by month, with the high alphas are in red and the low alphas in green.

What you can see from the table then, is that a few of Galleon’s historically high alpha-producing months were July 2006, 2007 and 2008.

According to the SEC complaint (<http://www.sec.gov/litigation/complaints/2009/comp21255.pdf>), Galleon Management LP stands accused of acting on insider tips in July 2007 and 2008, among other dates.

Source: ftalphaville

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **NBS Technologies Launches Its Fresh New Website**

*NBS Technologies launches its new corporate website.*

Toronto, Canada (PRWEB) November 17, 2009 -- Today NBS Technologies Inc. announced the re-launch of its corporate website.

This new website features NBS' newest products including the Advantage™ M20 card embosser as well as the soon-to-be available CX-D80 and the ZXP Series 8 - card re-transfer printers that lead the way in re-transfer printing technology. Along with its range of UbiQ Software providing EMV / chip card software solutions, NBS further solidifies its place as a leading provider of EMV instant and central issuance solutions worldwide.

"We believe this new site reflects the fresh approach that NBS has to providing innovative and market leading hardware and software solutions to card issuers of all sizes," comments Cori Endrody, Marketing Manager. "We also plan to re-launch our secured NBS Dealer Zone website that caters to our global network of Authorized NBS Dealers within the next few weeks."

NBS will be featuring all the above mentioned hardware and software at Cartes 2009 (Booth 3 G 027) - November 17-19, 2009 in Paris, France, the pre-eminent smart card industry tradeshow where the company will be exhibiting.

For more information about NBS and our complete line of smart card software/hardware solutions, please consult our website at [www.nbstech.com](http://www.nbstech.com).

About NBS Technologies Inc.

NBS Technologies Inc. is a leading provider of solutions for card personalization, secure identity, smart card manufacturing, wafer handling & embedding, and a whole host of card printing and embossing solutions. NBS Technologies' head office is located in Canada with locations in USA, France and the UK, along with a worldwide dealer network. NBS Technologies is a wholly-owned subsidiary of Brookfield Asset Management ([www.brookfield.com](http://www.brookfield.com)), a specialist asset manager. Focused on property, power and infrastructure assets, Brookfield has over US\$90 billion of assets under management and is co-listed on the New York and Toronto Stock exchanges. For more information, visit us at <http://www.nbstech.com>.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **PrivacyHarbor.com Expands Features with Beacon Desktop Notifier**

*PrivacyHarbor.com, a private and secure email service, has recently released the free Beacon Desktop Notifier application for use with all PrivacyHarbor.com private email accounts*

Vancouver, Wash. (PRWEB) November 17, 2009 -- PrivacyHarbor.com, a private and secure email service, has recently released the free Beacon Desktop Notifier application for use with all PrivacyHarbor.com private email accounts.

The new Beacon Desktop Notifier allows PrivacyHarbor.com email users to be instantly notified of new messages without having to login to their email account. The convenient new application includes the following features:

- **Beacon Icon Status** – Unique icons in the user’s system tray indicating when the user is online, has new messages, is offline, or has no new messages.
- **Inbox Beacon Message Preview** – When the Beacon is active, users will receive a notice informing them when new messages have arrived in their inbox.
- **Compatibility** – The Beacon Desktop Notifier is compatible with Windows 2000, XP, and Vista (Mac OS X is currently unsupported).

For more information and to download the Beacon Desktop Notifier for free, visit:  
<http://www.privacyharbor.com/downloads-beacon.html>.

About PrivacyHarbor, Inc.

PrivacyHarbor, Inc. (PrivacyHarbor.com) provides a private and secure email service empowering users to easily protect and take control of their private information. A privately-held company headquartered in Vancouver, Wash., PrivacyHarbor.com offers solutions for Internet users concerned about their email privacy and confidentiality. Users can choose a private free email account or one of the feature-rich paid accounts designed for individuals and businesses.

For more information or to get your free private email account, visit [www.PrivacyHarbor.com](http://www.PrivacyHarbor.com)

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Web-Based Workshop on AP Automation and Fraud Prevention Brings Record Attendance for IAPP and SAP**

*The white paper on catching accounts payable fraud before it happens becomes a top seller after session sponsored by International Accounts Payable Professionals and SAP. The white paper was written by IAPP member and advisor Peter Goldmann, president of White Collar Crime 101 LLC, in cooperation with Tom Walker, Open Text's portfolio manager for SAP Invoice Management. It is still available in the IAPP online bookstore.*

Orlando, FL (PRWEB) November 14, 2009 -- Catching accounts payable fraud before it happens is a challenge in any environment, but even more so in today's tough economy, where perpetrators are desperate and companies are being asked to do more with less. Using a one-two punch of optimizing controls and then automating the process can best help AP departments combat fraud.

That was the premise of a Web-based seminar called "Optimization Before Automation: Key to AP Fraud Prevention," presented Oct. 8, 2009, by International Accounts Payable Professionals and SAP AG to introduce a solution that makes it easier to isolate fraud risks: the SAP Invoice Management application by Open Text. The complimentary seminar, which attracted record registration for the IAPP of nearly 300 people, is one in a series aimed at AP managers, senior financial managers, chief information officers, chief operating officers, senior audit managers, and others in the financial arena.

"This topic obviously strikes a chord among our membership and the financial profession as a whole," says Tom Bohn, CEO and executive director of the IAPP and its sister organization, International Accounts Receivable Professionals. "Fraud is a very real challenge today more than ever, and our associations are taking an active stance in educating people about how to stop it."

The corresponding white paper titled Avoid Overlooking the Growing Fraud Threat When Planning AP Automation was written by IAPP member and advisor Peter Goldmann, president of White Collar Crime 101 LLC, in cooperation with Tom Walker, Open Text's portfolio manager for SAP Invoice Management. It has already been downloaded by half the webinar attendees and is still available for \$225, or complimentary for IAPP members, at [www.TheIAPP.org](http://www.TheIAPP.org) in the IAPP Store.

Walker facilitated the seminar, which included presentations by Goldmann and Gary Moulton, a partner in Forensic and Dispute Services at Deloitte and Touche LLP.

"AP departments are looking for ways to not only enhance their internal controls to prevent fraud, but also to save costs," Walker says. "SAP Invoice Management can help them reduce their vulnerabilities by strengthening their processes and then automating them."

SAP, which provides business software for companies of all sizes worldwide, resells Open Text Vendor Invoice Management (VIM) under the name SAP Invoice Management. Open Text is a gold-level partner of IAPP/IARP.



#### About IAPP and IARP

International Accounts Payable Professionals is internationally recognized as the trustworthy guidance-setting association for the accounts payable profession. Serving members throughout the world, IAPP is the AP professional's global voice, chief advocate, recognized authority, acknowledged leader, and principal educator on all AP operational, regulatory, leadership, tax, control, and fraud-related topics. Together, the IAPP and its sister organization, International Accounts Receivable Professionals, have more than 5,000 members in 70 chapters throughout the United States, Canada, and the United Kingdom, and provide training, conferences, knowledge sharing, certification, online resources, AP Matters and AR Matters magazines, and more. For more information, visit [www.TheIAPP.org](http://www.TheIAPP.org) and [www.TheIARP.org](http://www.TheIARP.org).

#### About Open Text

Open Text (NASDAQ: OTEX, TSX: OTC), an enterprise software company and leader in enterprise content management, helps organizations manage and gain the true value of their business content. Open Text brings two decades of expertise supporting 50 million users in 114 countries. Working with its customers and partners, Open Text brings together leading Content Experts™ to help organizations capture and preserve corporate memory, increase brand equity, automate processes, mitigate risk, manage compliance and improve competitiveness. For more information, visit [www.opentext.com](http://www.opentext.com).

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#### About White-Collar Crime 101

White-Collar Crime 101 LLC is the publisher of the widely acclaimed monthly newsletter White-Collar Crime Fighter and provides customized fraud awareness and prevention training under its FraudAware trademark. For further information on the company's publications and training services visit [www.fraudaware.com](http://www.fraudaware.com). In addition, the company's president, Peter Goldmann, has authored several books on detecting and preventing fraud, including Detecting and Preventing Fraud in Accounts Payable, available at the IAPP bookstore, [www.TheIAPP.org/bookstore](http://www.TheIAPP.org/bookstore).

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## National Home Security Launches New Site

*National Home Security launches a new site focusing on customer education.*

(PRWEB) November 16, 2009 -- National Home Security created a website with customer focus in mind. The site is designed to update and educate customers on [home security systems](#) and home safety rather than fake promotions and hard sales tactics like other vendors. National Home Security offers services nationwide and really puts a emphasis on local cities where home security systems are not offered.

The vast growing library of home security system related articles allows site patrons to explore the in-depth knowledge of our security topics. On top of the library we have added a home security forum that allows users to ask home security related questions. Website users can now ask home security questions related to their personnel security system. We have appointed home security experts in the industry to answer questions.

The site is designed to help customers understand how to secure their homes and protect their families. The articles and videos give the customers the knowledge and tools to make an educated decision based on their family's specific needs. The price point for our [adt home security systems](#) will undercut all of our competitors because of our low overhead cost.

National Home Security also just launched local crime information for virtually every major city in the United States. This crime data allows the customer to see the various types of crime in their city as well as the volume of crimes in their city. This information will give the customer additional knowledge to help make a smart and accurate decision when purchasing their home security system.

By providing all the information a customer will need to purchase a home security system, our step by step process allows the customer to make the best decision independently, or by calling and using one of our home security consultants.

We have serviced customers in all fifty states and we are committed to giving our clients great customer service. Founded in 2007, National Home Security management team brings more than 30 years of combined experience in the security industry.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## 4 Debt Analysts from Debt Logic Named Country's Top Debt Specialists

*Debt Logic, one of the nation's top debt management firms, had four of its debt analysts awarded for their dedication towards helping their clients improve their lives by becoming free from their unsecured debt. Jason B., DeLon P., Sheldon T., and Vince R. were all named in the Top 25 Debt Analysts of the year according to D.M.U.S.A.*

New York, NY (PRWEB) November 12, 2009 -- [Debt Logic](#), one of the nation's top debt management firms, had four of its debt analysts awarded for their dedication towards helping their clients improve their lives by becoming free from their unsecured debt. Jason B., DeLon P., Sheldon T., and Vince R. were all named in the Top 25 Debt Analysts of the year according to D.M.U.S.A.

The President of [Debt Logic](#), said "We are proud of these four individuals for putting forth the effort and determination it took to help people rise above their debt problems. We are also proud of those individuals who chose to dedicate themselves to getting out of debt and utilize the skill and knowledge of Debt Logic's debt settlement specialists."

These [Debt Logic](#) top achievers – Jason B., DeLon P., Sheldon T. and Vince R. – were able to help people in debt by doing the following:

- Provide a clear, manageable plan for clients to get out of debt in only a few years
- Working on behalf of our clients, not on behalf of creditors

[Debt Logic](#) measures its success by the results of our clients. For example, when someone comes to Debt Logic with \$50,000 in unsecured debt, the company is not just interested lowering the overall debt threshold. Debt Logic's focus is to craft and executive a complete debt settlement program which helps each and every client become free from as much unsecured debt as possible.

Debt Logic's process helps people get free from their unsecured debt using a debt settlement program that takes an individual's finances and total unsecured debt into consideration. The company's debt settlement professionals work with its clients to determine what they can afford to pay each month. Debt Logic then uses that money to create an account for their client. When enough money is paid into that account, Debt Logic negotiates with creditors and lenders to pay down the debt, often getting the lenders to settle for much lower amounts. [Debt Logic](#) has negotiated with lenders to get a debt settlement that's 30%, 40%, and even 50% lower than the amount owed. In certain circumstances, the company's debt settlement professionals have even gotten the amount lower than that!

### About Debt Logic

[Debt Logic](#) is an industry leader in debt settlement services. Using our unrivaled debt negotiation process, we have helped settle millions of dollars in unsecured debt for our clients.

Debt Logic's team of consumer credit industry experts maintains a cooperative line of communication with the creditors to provide the best possible results for every client's debt situation. Creditors are always looking to avoid



the ineffective and costly efforts of an outside collection company. The simple fact is that creditors are willing to work with Debt Logic to settle a client's unsecured debt with the understanding the settled amount will be paid in full within the agreed period of time.

Debt Logic provides its clients with an affordable program with one direction in mind, to pave a path to financial freedom within a few years. The company's proven negotiation process allows clients to get back on their feet financially so they can begin enjoying a stress free life.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Vehicle Protection Association Acts In Advance of Missouri Attorney General Enforcement Cases Against Certain Automotive Service Contract Vendors**

*Industry trade association notes the Attorney General's lawsuits intended to protect consumers while citing progress on industry reform via the VPA's Certification-Audit Program and new Standards of Conduct.*

Selbyville, DE (PRWEB) -- The [Vehicle Protection Association](#) (VPA), an association recently formed to protect purchasers of automotive service contracts, today welcomed Attorney General Chris Koster to the campaign to further improve the vehicle service contract industry. The VPA, while not prejudging the merits of these lawsuits, will continue working with all of its member companies to help ensure every company is in full compliance with the law while preserving the ability of consumers to obtain beneficial service contracts.

The VPA believes that activation of its Certification-Audit Program, announced in late September, and the implementation of its Standards of Conduct for association members, announced this month, will help to rein in any consumer-unfriendly actions that threaten the integrity of the vehicle service contract industry. In addition, the VPA welcomes the opportunity to partner nationwide with Attorneys General on their common goal of protecting consumers from bad actors or companies that refuse to make the needed changes.

"This is an industry that offers considerable value to consumers who wish to protect their investment in their vehicle. Unfortunately, however, the industry has been tarnished by the actions of some companies," said Larry Hecker, executive director of the VPA. "It is our goal that the VPA's self-regulation process, coupled with continued scrutiny from outside consumer protection entities, will ensure that consumers are appropriately protected."

### **Certification-Audit Program Improves Industry Transparency**

The VPA's [Certification-Audit Program](#) allows consumers to determine whether a service contract vendor is in compliance with Vehicle Protection Association standards. None of the companies subject to the new lawsuits were certified as compliant by the VPA.

Many VPA members are currently undergoing certification inspection. The certification process comprises a third-party compliance review that thoroughly evaluates the company's adherence to the VPA Standards of Conduct and applicable laws, rules and regulations.

"We're very impressed with how the association's members are aggressively and proactively changing their industry. The association's rigorous certification process is focused on legal compliance and consumer protection," noted Betty Montgomery, Former Attorney General from Ohio. "Firms that want to treat consumers right are eager to set themselves apart from those who don't, and the Certification-Audit Program is a great vehicle for doing so."

### **Industry Standards of Conduct Set the Bar for Good Behavior**



In addition to its Certification-Audit Program, the VPA has recently defined [Standards of Conduct](#) that are applicable to all VPA members. Members who violate the Standards of Conduct will lose their membership in the VPA. Among other topics, the standards address marketing practices, mandatory disclosures and refund procedures.

"Our Standards of Conduct will be vigorously applied to help protect the best interests of the consumers," notes Hecker. "These Standards are part of a much larger VPA program that is underway to encourage industry members to comply with industry best practices and all applicable laws, rules and regulations. In the future, as a result of our efforts, consumers will know which vehicle service contract vendors they could and should work with and can then rest assured that they will be treated fairly by these vendors

The Standards of Conduct are available to view at: <http://www.vpanet.org/docs/VPA-Standards-of-Conduct.pdf>

#### About the Vehicle Protection Association

The Vehicle Protection Association (VPA) is a not-for-profit trade association representing firms that are active in the automotive service contract industry. Members include service contract finance companies, marketers, administrators, insurers, and software providers. VPA currently has more than 50 members. The organization is committed to promoting regulatory compliance among members, educating consumers on their rights, protecting consumers, and otherwise ensuring the integrity of the automotive service contract industry.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **ShipSaver Allows eBay Sellers to Insure for Less from Within eBay**

*eBay sellers can now insure their shipments from within "My eBay" for less. \$0.99 shipping insurance is now available.*

(PRWEB) November 11, 2009 -- [Shipsurance](#) and [inkFrog](#) have teamed up to offer discounted shipping insurance for U.S.A. and Canada based eBay sellers. The newly released "ShipSaver Insurance Application" allows items sold through eBay to be insured from the familiar eBay Selling Manager without the need to leave the eBay website.

This new program allows users to insure their domestic and international shipments sent via the United States Postal Service or via UPS. USPS First Class International shipments can also be insured for loss or damage while in transit.

"No longer do eBay sellers have to purchase high priced shipping insurance from the carriers," said Ariel Shmorak, Vice President of Shipsurance. "They can now secure full coverage at a discounted rate from within eBay after they print their shipping labels through PayPal or other services."

The rates are a simple \$0.99 per \$100.00 of coverage for domestic USPS shipments, per package compared to \$1.75 for the first \$50.00 of coverage and \$2.25 for up to \$100.00, which are the normal USPS rates. The International shipping insurance rates are only \$1.25 per \$100.00. Filing a claim is faster and easier than ever before. Just file through the ShipSaver application and most claims are paid rapidly within a few days.

"We are proud to once again be offering sellers an innovative and easy-to-use tool that will make their businesses run more smoothly" explains Greg Sisung, President of inkFrog. "With eBay recently changing the rules on insurance, it's definitely safer for sellers to fully insure their packages. With inkFrog's ShipSaver Insurance application in Selling Manager, sellers can save time, money, have peace of mind, and offer a competitive advantage over sellers who are choosing to go without insurance."

For more details visit <http://www.shipsaver.biz>

### **ABOUT SHIPSURANCE INSURANCE SERVICES**

Shipsurance, a privately held corporation based in Tarzana, CA, provides discounted parcel and cargo insurance to all size shippers. Shipsurance's offerings include worldwide coverage, insurance for both inbound & outbound shipments, and hassle-free, paperless claims management.

### **ABOUT INKFROG**

Founded in 1999, inkFrog, inc. is an eBay Certified Solutions Provider that helps save online sellers time, money, and sanity through inventory management, eBay listing tools, image hosting, and more.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Second-Ever Web Host Boot Camp Virtual Conference Scheduled for December

*Web Host Boot Camp today announced its second-ever virtual conference for web hosting companies, hosting resellers, web designers, and other web hosting industry professionals will be held December 7-9, 2009, featuring nearly two dozen educational sessions, networking opportunities, and an exhibit hall with a variety of industry vendors.*

Portage, Mich. (PRWEB) November 11, 2009 -- Web Host Boot Camp (<http://www.webhostbootcamp.net>) today announced its second-ever virtual conference for web hosting companies, hosting resellers, web designers, and other web hosting industry professionals will be held December 7-9, 2009, featuring nearly two dozen educational sessions, networking opportunities, and an exhibit hall with a variety of industry vendors.

The second conference comes on the heels of the phenomenally successful inaugural Web Host Boot Camp held last June, during which hundreds of hosting professionals attended and demonstrated a vital proof-of-concept for the industry – that virtual conferences are effective, desirable and economical alternatives to traditional in-person events. Attendees also offered a wide variety of feedback and critique, and many of these ideas were instrumental in developing the conference in December.

For a limited time, registration to the Web Host Boot Camp in December is free of charge for industry professionals. Attendees must be registered to participate in interactive networking events and to utilize the newly implemented social networking dashboard. In June, more than 85 percent of those who registered for the conference participated in lectures and interactive sessions. More information about registration is available at <http://www.webhostbootcamp.net/attendees/signup.php>.

“When we formulated the idea for Web Host Boot Camp last year, we faced a lot of really tough questions. On paper, our model looked promising, but in practice, could a virtual conference in our industry succeed? And would attendees find value? It only took a few days after the first conference in June to recognize that the answer to both of these questions is an overwhelming ‘yes,’” said Zachary McClung, president of Web Host Boot Camp. “Now we’re focused on taking it to the next level and refining the concept. In these economic times, the demand for professional development opportunities like Web Host Boot Camp has never been greater.”

The conference will start at 10:00 am eastern time each day and run through the evening. Attendees are able to choose educational sessions from three tracks: Customer Service, Sales & Marketing, and New Technologies & Future Trends. A tentative schedule is available at <http://www.webhostbootcamp.net/schedule>.

Web Host Boot Camp plans to draw approximately 700 attendees at the next event and has already secured a wide variety of vendor sponsorships, including Turnkey Internet (<http://www.turnkeyinternet.net>), Kayako (<http://www.kayako.com/>), CDG Commerce (<http://www.cdgcommerce.com/>) and Verio (<http://www.verio.com/>). Media sponsors also include The Whir, Ping! Zine Web hosting magazine, HostingDiscussion.com, iNetMania, and Codango.



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## **International Secure Communications Provider Puts \$100,000 in Gold Up For Grabs**

*Gold Lock, a provider of secure mobile communications devices and computer-based encryption products, is offering \$100,000 in gold to the first person that successfully deciphers a recorded telephone call posted on the company's web site.*

Ramat Gan, Israel (PRWEB) November 11, 2009 -- Gold Line Group Ltd. ([www.gold-lock.com](http://www.gold-lock.com)), a leading provider of military-grade secure mobile communications devices and data encryption, is putting its money and reputation on the line.

Citizens of the world are invited to take their best shot at decrypting a telephone conversation protected by Gold Lock's ultra-secure encryption software. The goal of the contest is to prove that its encryption technology can withstand any attack made by anybody, using any available technology.

The company is hoping the prize money will draw the best hackers, cryptographers, and communications security (COMSEC) specialists the world has to offer. In addition to the prize, the winner will be offered a position on the company's staff.

That's a lot of gold to give away, but Gold Lock CEO Noam Copel is betting he won't be doing that. "I am 100% confident that the \$100,000 in gold will not be given away regardless of how many people try to decipher the recording and no matter what their skill levels are," Mr. Copel said in an interview.

"Our encryption software and secure mobile devices are so simple to use that people without any technical skills at all will become expert users within minutes. But when it comes to what happens behind the scenes, those same easy-to-use devices and software use technology so powerful it is licensed by the Israeli Ministry of Defense," Mr. Copel added.

For example, when protecting voice calls, Gold Lock automatically changes the keys multiple times for each call, a feature that makes it virtually impossible to zoom in on a specific set of keys and decrypt it.

As government and private sector employees and citizens face increasing threats from pirates, terrorists, identity thieves, kidnappers, professional and amateur eavesdroppers, and other criminal elements, it is no longer possible to avoid having your voice and data transmissions intercepted unless they are transmitted in a secure manner.

Thousands of customers rely on Gold Lock products to protect their sensitive voice and data communications. The company hopes this unprecedented attempt to focus the world's best communications security talent on defeating their products will show people how easy it is to protect themselves from even the most determined communication security assaults.

"If by some chance it turns out we are wrong and our encryption technology can be broken, we will award the prize and welcome the successful contestant to join our company," Mr. Copel further stated.



To learn more about the contest and download the pre-recorded 10-minute file, visit <https://www.gold-lock.com/app/en/HackerChallenge>, To learn more about the military-grade encryption solutions offered by Gold Lock, visit <http://www.gold-lock.com>.

About the Company:

Gold Lock is a leading international provider of comprehensive end-to-end data encryption solutions. The Gold Lock group of products is used daily by government, military, private and public organizations, as well as individuals seeking the highest level of digital and voice security. The company's 30 highly trained digital security experts walk the cutting edge of the rapidly changing world of security threats and solutions.

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## **The New Era for Internal Auditing as the "Corporate Conscience"**

*Internal Auditors are our vital watch dogs that must protect the integrity of the U.S. Free Enterprise system.*

(PRWEB) November 11, 2009 -- In the past decade, we have witnessed several profound pieces of legislation, including the Sarbanes-Oxley Act of 2002, the Emergency Economic Stabilization Act of 2008, and the American Recovery and Reinvestment Act of 2009" (the "Acts"). The cause for these Acts and the subsequent government regulation has been the fundamental lack of integrity, governance, and risk management in our "Free Enterprise" system. Government intervention in business is nothing new and dates as far back to The New Deal Era of the 1930s, which established a complex package of government programs to provide economic relief, recovery, and reform during the depression. There is a wide range of views as to the success of The New Deal; however several key initiatives, such as the Securities and Exchange Commission ("SEC,") the Federal Deposit Insurance Corporation ("FDIC,") and the Federal Housing Administration ("FHA") have endured the test of time and still today serve as influencers of economic stability.

The Acts were government reaction to a common theme of failure; identifying and responding to the strategic, operational, fraud, and financial risk inherent within companies, industries, and our economic "eco-system." While the details of the most recent Acts unfold, there is one certainty that the future holds; qualified Internal Auditors will be vital to the long-term sustenance of our Free Enterprise system, as the restructuring of internal control systems will play a significant part in the reform that lies ahead.

Today, more than ever, Internal Auditors, Management, and Corporate Directors are faced with the challenge of identifying and responding to risks that threaten Company vitality. Historically, regulatory requirements have not set definitive standards of quality for the internal audit activity or certification requirements for its professionals. At this time, it is unlikely that a regulatory rule would enforce definitive quality or certification standards; however it is likely that Corporate Directors and Management will implement programs to improve the effectiveness of their internal audit activity and training programs. These programs will improve the competency of their internal "watchdogs."

While there are a variety of audit-related certifications available, a few of the more notable certifications include the CIA®, CISA®, and the CFE®. These acronyms are finding their way into the Board room, helping Corporate Directors and Management set standards to measure the competency and qualifications of those professionals responsible for sustaining internal control. The Certified Internal Auditor® (CIA®) designation is the only globally accepted certification for internal auditors and remains the standard by which individuals demonstrate their competency and professionalism in the internal auditing field. The Association of Certified Fraud Examiners (CFE™) is the world's premier provider of anti-fraud training and education. The Certified Information Systems Auditor (CISA®) is renowned as the globally recognized achievement for those who control, monitor and assess an organization's information technology and business systems.

A 2009 market trend has proven restrictive training budgets in response to the current economic crisis; however more progressive thinking organizations are investing in the talent of their internal audit and control professionals. The American International Group, Inc. ("AIG") Internal Audit Division is among one of these progressive



thinkers as they are piloting an on-site CIA® training program for a select group of auditors. Another developing trend in certification is college and university program offerings. The IIA® has partnerships with over 35 institutions throughout the country that offer a comprehensive CIA® training program. Villanova University offers a weekend CIA® training program to accommodate the time-sensitive professional. This program has attracted executives, managers, and associates from Fortune 1000 companies and public accounting firms, which provides a unique 360° learning environment. The CFE® and CISA® also have a variety of training venues.

While we continue to endure the challenges of these tough economic times we must recognize that more government regulation is inevitable and will, in all cases, require some degree of change to internal control systems. Those companies that make this recognition will be prepared to deploy qualified resources in response to these changes to sustain focus on strategic business operations. As companies embrace this ideology we will continue to see the trend of increased audit-related certification as a means for Boards and Management to not only evaluate and measure internal control excellence, but to maintain existence. The author of this article is Mr. Michael Brozzetti, President of Boundless LLC, a Philadelphia-based firm Boundless LLC specializing in enhancing Internal Audit Quality, Productivity, and Value. Mr. Brozzetti serves as an adjunct professor with Villanova University.

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