



For Immediate Release

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**LEADER IN DATA LOSS PREVENTION & IDENTITY PROTECTION
ANNOUNCES FIRST-QUARTER 2010 EARNINGS**

*Software Company Identity Finder Sees over 100% Increase in Sales from Last Year and
Announces Its Newest Version, 4.5*

NEW YORK (April 12, 2010) – Identity Finder, LLC, a global leader in data loss prevention (DLP) and identity protection, today announced its earnings results for the first quarter of 2010. Identity Finder has posted net sales of \$1.5 million and a net income of \$1.2 million. These figures reflect increases of over 100% compared to the same quarter a year ago. The consumer product line saw strong growth due to upgrades from the Identity Finder Free Edition, while hundreds of new customers purchased site licenses for Identity Finder Enterprise Suite.

According to the 2010 Javelin and Research survey, nearly 11 million Americans had their identities stolen in 2009¹. This represents a dramatic rise in identity theft—identity fraud grew by more than 10% over the prior year—and has resulted in tremendous focus being placed on DLP technologies. The DLP market continues to grow at a considerable pace as states pass data breach notification laws (45 of the 50 states now have these laws in place) and as the federal government adopts legislation to protect consumers' personal information, such as The Health Insurance Portability and Accountability Act (HIPAA), The Family Educational Rights and Privacy Act (FERPA), and Massachusetts 201 CMR 17.00.

“A significant number of new customers purchased our product over the last few months and their satisfaction has been a catalyst for new sales and opportunities,” says Todd Feinman, CEO of Identity Finder. “This exposure is helping us grow quickly across the retail, higher education, government, and healthcare verticals.” Retailers such as Barnes & Noble and higher education institutions such as Penn State University now use Identity Finder Enterprise Suite.

The Identity Finder software automatically searches through electronic data in files, e-mails, and databases, and on websites, servers, desktops, and remote computers. It then provides a workflow to remediate any unprotected sensitive information by shredding, redacting, encrypting, or quarantining the data.

The company is launching its version 4.5 upgrades this month, on April 26, 2010. Over a thousand enterprise customers and a million consumers already using Identity Finder will also receive these new updates to their versions. The major changes in this version provide new capabilities and tools to both enterprises and consumers. The enhancements include:

- **Identity Finder for Mac**—Mac users will now be able to more easily search for additional types of sensitive information using a redesigned graphical interface. IT administrators will be able to manage their Mac clients centrally, change policies on the fly, and schedule searches to ensure that new sensitive data is quickly discovered and protected.
- **Identity Finder for Windows**—Windows users will more efficiently and effectively discover unprotected sensitive information with faster and more accurate search capabilities that use advanced file identification and enhanced search history.

Identity Finder Console—Business units and entire enterprises will be able to generate their own custom reports that show where sensitive data resides as well as security actions that were taken.. Reports now enable the analysis of sensitive data storage to help users make more informed decisions and improve company processes.

Feinman adds, “Consumers are becoming more privacy conscious and proactive in protecting their computers from the threat of viruses and malware stealing their more sensitive personally identifiable information. The Identity Finder self-hacking software for individuals, small businesses, and enterprises alerts users to the presence of vulnerable data in their computers.”

For more information, please visit www.identityfinder.com.

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Todd Feinman, CEO, is available for interview.

About Identity Finder

Identity Finder, LLC, was founded by innovative security experts and is headquartered in New York City. Its technology gives users the ability to find and protect sensitive data. The company has quickly grown to become a leader in DLP and identity theft prevention by helping millions of consumers, small businesses, and enterprises in over 50 countries. The management team is comprised of globally recognized specialists who are thought leaders in the security and privacy industry.

ⁱ 2010 Identity Fraud Research Report: Consumer Version, February 2010 – Javelin Strategy and Research