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COMPANY HISTORY AND CHRONOLOGY

INDUSTRY: IDENTITY THEFT PREVENTION AND PASSWORD STORAGE

COMPANY: NEEDMYPASSWORD.COM, <http://www.needmypassword.com/>

Officially launched in January 2008, NeedMyPassword.com was created by Brian Pedone, its founder and CEO, when Pedone noticed that a lot of passwords were being stored in text files or on paper.

"It's amazing how vulnerable some people really are," said Pedone. "If the wrong someone gets his hands on a big list of all of your passwords, it could mean identity theft problems for years to come," he added. NeedMyPassword.com is so secure that even the Web site's own administrators can't access the records of their customers without deleting the entire account.

The company and its Web site were formed around a model of simplicity and security, focusing more on getting rid of complex functions than on offering them. It's 100 percent free of charge to sign up, and it takes less than sixty seconds.

Pedone hopes to see 50,000 new accounts by the end of 2008. Pedone, boasting about its functionality, noted, "The system can be accessed securely from a mobile phone or from just about anywhere in the world, and that's what makes it great for travelers, too."

Pedone says that, in 2008, he wants to take aim at a middle-aged demographic, since they tend to have the greatest need for security and generally have a plentiful supply of passwords and codes.

NeedMyPassword.com provides a simple, secure, free, and easy way to store passwords and confidential information in a single place. For more information, visit NeedMyPassword.com to sign up for an account.