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FOR IMMEDIATE RELEASE

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DATE: JANUARY 18, 2008

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NEW WEB SITE FOR PASSWORD STORAGE

NEVER FORGET YOUR PASSWORD AGAIN

Ever lose a password? How about create a password that's far too simple just so you can remember it? NeedMyPassword.com, a new Web site, launched January 2008, which promises to put an end to these security problems, brings together simplicity and security, by offering users a safe place to store confidential personal information on just about anything, from passwords to credit cards.

"Identity theft now affects millions of people. I want to take those little scraps of paper and yellow post-it notes with passwords scratched across them and protect them once and for all," said Brian Pedone, the company's founder and CEO. "A lot of people are storing their passwords in insecure places, and NeedMyPassword.com is so simple that it can help put an end to that sort of thing," he noted.

Signing up is free and takes a little less than a minute. "People don't need clunky software to store passwords anymore or insecure text files," said Pedone, jokingly adding, "Just don't forget your password to NeedMyPassword!" To make sure that doesn't happen, the system uses personal questions rather than passwords.

With identity theft on the rise and information more priceless than ever, NeedMyPassword.com brings a free, simple service to consumers. For further information or to access the service, visit NeedMyPassword.com to sign up for a free account.

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