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ABP SOFTWARE, LLC, BRIAN PEDONE, 66-68 ANALOMINK STREET, EAST STROUDSBURG, PA 18031
Telephone: (570) 242 – 6913 : Fax: (888) 516 - 2280 : E-mail: info@abpsoftware.com

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CONTACT: BRIAN PEDONE

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TELEPHONE: (570) 242 - 6913

IDENTITY THEFT SOLUTIONS

NEW WEB SITE FIGHTS IDENTITY THEFT BY KEEPING PASSWORDS SAFE

In 2007, Javelin Strategy and Research released the 2007 Identity Fraud Survey Report, which shows that identity theft is alive and well in the U.S., with 2007 claiming 8.4 million identity fraud victims and fraud totaling \$56.6 billion dollars. With numbers this high, it's easy to understand the need to protect passwords and personal information, but for many of us, "protecting" our passwords means making sure no one else sits down at our computer or praying no one looks under our mattress for our "secret" notepad.

Brian Pedone, the CEO and founder of NeedMyPassword.com, is trying to do his part to fight identity theft in a new way. Launched in January 2008, NeedMyPassword.com gives users a simple, safe, and secure place to store confidential personal information on virtually anything. "It takes about a minute to create an account, and you can have the peace of mind of knowing your passwords are safe. The whole thing is really simple to use," said Pedone, excited as he spoke of how NeedMyPassword.com could sharply cut down on theft.

According to a July 30, 2003 survey by Privacy & American Business, a shocking 33.4 million Americans were victims of identity theft since 1990, with about 12 percent declaring that someone stole or improperly obtained a paper or computer record with their personal information on it and used that to forge their identity.

NeedMyPassword.com is trying to make that 12 percent go down.

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"Everyone says, 'identity theft won't happen to me,' but NeedMyPassword.com is as much about having easy and secure access to confidential information when you're on the road, on a business trip, or on vacation as it is about stopping a would-be identity thief," Pedone said, adding, "You don't even need a computer, either. You can connect to NeedMyPassword.com for free right from your cell phone, which makes it really useful for travelers."

"When you log in, you may be surprised how simple the interface is, and that's entirely by design," said Pedone. "Software can get overly complex, and by cutting back on features, you actually build a stronger product in the end. That's what we did with Need My Password."

When he isn't fighting identity theft and security breaches, Pedone can be found duking it out inside a boxing ring, where he professionally instructs and teaches students how to box in Stroudsburg, Pennsylvania and where he earned himself the title, "Fists of Stone Pedone." "I want to knock out identity theft, and NeedMyPassword.com is my fist," he mused, chuckling quietly.

With identity theft criminals lurking in the offing, NeedMyPassword.com brings a free, simple, and secure way for consumers to protect their personal information. For further information or to access the service, visit NeedMyPassword.com to sign up for a free account.

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