

Personal Security and Identity Theft Expert Touts GPS as Major Piece of the Laptop Security Puzzle

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(BOSTON, Mass. - Oct. 23, 2006 - IDTheftSecurity.com) The past year has witnessed at least five major security breaches involving laptop computers, putting millions of consumers' identities at risk of theft. Robert Siciliano, a personal security and identity theft expert, encouraged organizations to stave off further portable computer thefts and losses by considering GPS tracking technology for their fleets of laptops. He pointed to MyLaptopGPS, an Oklahoma-based company that provides GPS tracking as a service.

"GPS is the simplest solution for organizations trying to address their laptop computer security concerns," said Siciliano, president of IDTheftSecurity.com. "These machines are easy to steal and can go missing anywhere. If the technology is affordable, like MyLaptopGPS', organizations are remiss not to install it on their entire laptop fleets."

Siciliano provides consumer education solutions to Fortune 500 companies and their clients. The Privacy Learning Institute recently featured him on its Web site. This year, Siciliano has discussed identity theft on CNBC's "On the Money" multiple times, on NBC's "Today Show," and on FOX News. He is author of "The Safety Minute: 01."

MyLaptopGPS uses proprietary Internet-based GPS, an affordable technology that makes the company's product of the same name easy to use and preferable to offerings from other GPS providers. MyLaptopGPS™ also installs software that encrypts and silently removes important files from lost laptops—returning these electronic documents to their rightful owners while placing the data out of criminals' reach.

"MyLaptopGPS allows responsible and conscientious companies to track stolen laptops," said Dan Yost, chief technology officer at MyLaptopGPS (www.MyLaptopGPS.com). "But much more importantly, it allows the rightful owners to 'push the big red button' and delete sensitive data from the stolen machine right under the thief's nose, simultaneously transferring it back to a secure location. This is, by far, the most important consideration."

The past year's spate of government data breaches recently prompted the House Government Reform Committee to investigate. As reported by CNET News, the committee found each of the government's 19 agencies reporting at least one loss of data since 2003.

Meanwhile, earlier this month the Department of Homeland Security released a report that found laptop computers at its own Inspector General's Office in many ways unsecured. DHS's findings followed last month's incident involving a stolen General Electric Co. laptop computer. And GE's mishap was the latest in a string of far-reaching, highly publicized losses and outright thefts of thousands of laptops at the Commerce Department, the Veterans Affairs Department, Hotels.com, and Equifax Inc.

"Laptops have always been a target of thieves due to their ease of procurement and resale value," Siciliano concluded. "In the past an organization would fret over the monetary loss of the machine. Today, the laptop's value is equal to the cost of a press release announcing the theft of the machine's data, plus the hundreds and thousands, if not millions, of dollars the company ends up spending to protect consumers from the theft."

The media are encouraged to get in touch directly with the following individuals:

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About IDTheftSecurity.com

Identity theft affects us all, which is why Robert Siciliano, president of IDTheftSecurity.com, makes it his mission to provide consumer education solutions on identity theft to Fortune 500 companies and their clients. A leader of personal safety and security seminars nationwide, Siciliano has been featured on CNN, MSNBC, Fox News, "The Suze Orman Show," "ABC News with Sam Donaldson," "The Montel Williams Show," "Maury Povich," "Sally Jesse Raphael," and "The Howard Stern Show." Visit Siciliano's Web site, www.IDTheftSecurity.com, or his blog, www.IDTheftSecurity.blogspot.com.

About MyLaptopGPS

Since 1984, the minds behind AIT Solutions, LLC (DBA MyLaptopGPS.com) have specialized in complete system integration. From real-time electronic payment processing software to renowned mid-market ERP implementations, the executive team at MyLaptopGPS has been servicing leading enterprises and implementing world-class data systems. With MyLaptopGPSTM, AIT Solutions, LLC brings a level of expertise, dedication, knowledge and service that is unmatched. MyLaptopGPSTM's rock-solid performance, security, and reliability flow directly from the company's commitment to top-notch software products and services.

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