

Identity Defense Initiates Advisory Board

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Press release from: [ID Risk Management Associates](#)

Stephen J. Suhowatsky named Chairman of Advisory Board

[Syracuse NY-June 5, 2007] – Identity Defense.com, a Syracuse based company committed to helping individuals defend their identity from theft and fraud, created an Identity Defense Advisory Board. Stephen J. Suhowatsky has been named its initial member. The board will be comprised of business professionals whose input and experience will enhance the Identity Defense team.

Stephen J. Suhowatsky is a seasoned executive with Fortune 500 and mid-market company management experience. With an MBA from the Wharton School of Business (University of Pennsylvania), Steve recently served as President and CEO of Panthus Corporation, a \$150 million mini-conglomerate company with major business holdings in construction equipment (Caterpillar), computer leasing and financing, industrial supplies and home healthcare services. He helped guide the company when it was a public company (then known as Syracuse Supply Company) as it divested itself from holdings in shrinking markets (industrial supplies) and invest in new growth areas (home health services and computer leasing).

In the course of his leadership with the company, Steve was personally championed and started the home healthcare business (in Durable Medical Equipment, Oxygen, and Infusion) de novo by making five acquisitions and then starting up eight more companies that were combined into an eight-state northeast organization.

Active throughout his career in the business community, Steve has served on numerous not-for-profit boards, as well as boards of statewide and national organizations. Notably, Steve is a member of the Board of Directors of Excellus, Inc. (former Blue Cross/ Blue Shield) and has been involved in guiding the firm through several mergers and acquisitions. Today the organization is part of a \$4 billion family of companies that finances and delivers health care services and the largest of its type in New York State.

"Steve brings a proven track record of successfully guiding emerging companies from infancy to leadership positions in their industry. Every day, Steve provides advice, counsel and hands-on efforts that assist senior management in taking our company to the next level. His input has already been invaluable and his leadership will greatly benefit our organization," Michael J. Durnack, President and CEO of Identity Defense said.

About ID Risk Management Associates: ID Risk Management Associates (IdentityDefense.com) is a consultancy committed to helping individuals defend their identity from theft and fraud. We have developed an innovative and proprietary set of tools to help quantify vulnerability and create personalized recommendations for modifying habits and behaviors to reduce risk with an Identity Defense Custom Personalized Report (IDCPR). We provide these tools to individuals online at www.IdentityDefense.com and also work with financial institutions, credit unions, and financial planners to offer their customers tangible Identity Defense solutions.

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