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IACP/BANK OF AMERICA IDENTITY CRIME PREVENTION WEB SITE WINS AWARD



IDSafety.org Recognized As Best In Class

Alexandria, VA—IDSafety.org, a Web site created by the International Association of Chiefs of Police (IACP) and Bank of America (BAC), has been named “Best in Class” by the Interactive Media Awards.

IDSafety.org is the first step in a three-year partnership between the IACP and BAC to help consumers and law enforcement officials better understand and respond to identity crime. The Web site’s goal is to help both consumers and law enforcement officials prevent and report identity crime, investigate perpetrators, and help victims.

“The IACP is thrilled to receive this award for IDSafety.org,” said Joseph Carter, Chief of the MBTA Transit Police Department and President of the IACP. “But more importantly, we hope that our efforts, combined with a ‘Best in Class’ Web site, will help stem the tide of identity crime.

“We joined with the Bank of America because both law enforcement agencies and the banking industry must be better prepared to help victims of identity crime, and we believe IDSafety.org is an important first step.”

Ron Green, a Senior VP in Information Security at Bank of America, said the site offers law officers and consumers a critical element they can use: information.

“Awareness and understanding are fundamental to dealing with identity crime,” Green said. “To a very large extent, these crimes depend on victims and investigators having a lack of knowledge.

“By making customers and law enforcement officials aware of the threats and the steps they need to take, we are better able to help those affected by identity crime and reduce the number of victims.”

The Best in Class award is the highest honor bestowed by the Interactive Media Awards, acknowledging the very best in planning, execution and overall professionalism. The IDSafety.org Web site passed through a comprehensive judging process, achieving very high marks in each of the judging criteria.

Only a handful of sites in the IMA competition earn the Best In Class each year.

The IACP and BAC formed a partnership because responding to identity crimes poses a

significant challenge to consumers, financial institutions, and law enforcement agencies. All too often, victims of identity crime are uncertain about the steps they should take if they suspect or discover identity crime. A report from the Federal Trade Commission found that in 2005, barely one-third of identity crime victims contacted police to report their losses.

About the Partners:

International Association of Chiefs of Police

Founded in 1893, the International Association of Chiefs of Police is the world's oldest and largest association of law enforcement executives with more than 19,000 members in 93 countries. For more information, visit www.theiacp.org.

Bank of America

Bank of America is one of the world's largest financial institutions, serving individual consumers, small and middle market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk-management products and services. The company provides unmatched convenience in the United States, serving more than 54 million consumer and small business relationships with more than 5,700 retail banking offices, nearly 17,000 ATMs and award-winning online banking with more than 19.8 million active users. Bank of America is the No. 1 overall Small Business Administration (SBA) lender in the United States and the No. 1 SBA lender to minority-owned small businesses. The company serves clients in 175 countries and has relationships with 98 percent of the U.S. Fortune 500 companies and 79 percent of the Global Fortune 500. Bank of America Corporation stock (NYSE: BAC) is listed on the New York Stock Exchange. For more information, visit www.bankofamerica.com.