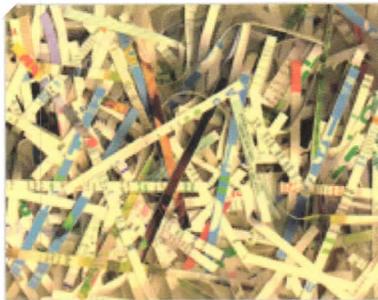


BBB Makes Spring Cleaning Safer with "Secure Your ID" Day



April 12, 2010 – Arlington, VA - Better Business Bureau (BBB) announced today a nationwide "Secure Your ID" Day to be held on Saturday, April 17, 2010. Individuals and small businesses are encouraged to stop at one of [55 locations across North America](#) set up by BBB for free document shredding. BBB staff will also be on site to provide expert advice and tips for identity theft protection.

Identity theft continues to be a growing problem. Last year alone, 11.1 million Americans became victims of ID theft, a 12 percent increase over the previous year, according to a 2010 report from Javelin Strategy and Research.

"We all lead busy lives and fighting identity theft doesn't always make it onto our list of priorities even though it is extremely important," said Stephen A. Cox, President and CEO of the Council of Better Business Bureaus. "That's why BBB is making it easy this Spring to get rid of outdated tax documents and other personal information while learning how to protect yourself and your family from ID thieves throughout the rest of the year."

The National Association for Information Destruction is a National Partner for "Secure Your ID" Day and will provide document shredding at many local events. Select locations will also provide free, secure disposal of computers and cell phones. Information on local events including times, locations and available services can be found at <http://www.bbb.org/us/secure-your-id-participants/>

As the result of two nationwide "Secure Your ID" Days in 2009, BBB helped individuals and small businesses at more than 133 sites across the country shred 1.3 million pounds of sensitive documents—all for free. For more information on BBB "Secure Your ID" Day and identity theft prevention measures for both consumers and businesses, visit: www.bbb.org/us/secureID.

For more information or to schedule an interview, contact Alison Southwick at asouthwick@council.bbb.org.

About BBB

BBB, the leader in advancing marketplace trust, is an unbiased non-profit organization that sets and upholds high standards for fair and honest business behavior. Businesses that earn BBB accreditation contractually agree and adhere to the organization's high standards of ethical business behavior. BBB provides objective advice, free business BBB Reliability Reports® and charity BBB Wise Giving Reports®, and educational information on topics affecting marketplace trust. To further promote trust, BBB offers complaint and dispute resolution support for consumers and businesses when there is a difference in viewpoints. The organization is also a recognized leader in developing and administering self-regulation programs for the business community, and, with respect to the advertising industry, does that through a joint venture in conjunction with National Advertising Review Council partners. The first BBB was founded in 1912. Today, 123 BBBs serve communities across the U.S. and Canada, evaluating and monitoring more than four million local and national businesses and charities. Visit www.bbb.org for more information.