

60 E. Rio Salado Parkway  
Suite 400  
Tempe, AZ 85281

OELO-0915



PRSRT STD  
U.S. Postage  
**PAID**  
LIFELOCK

First Name Last Name  
Address 1  
Address 2  
City, State Zip  
Barcode

OE = #10, 9.5"w x 4.125"h  
Window Specs: 4.125"w x 1.5"h,  
L = .075, R = 1.0

Looking for ways to help  
protect against identity theft?

LifeLock starts with **ONE.**

*Open here to see how big the number **one** is for LifeLock members.*



<First Name><Last Name>  
 <Address 1>  
 <Address 2>  
 <City, State Zip>  
 <Barcode>

## Start Your FREE\* Month Today!

Special Offer Ends November 15, 2015

Call **1-866-441-6544**  
 or visit **LifeLock.com/Mail**

Promo Code: **LOCKFGL**

## ONE. For identity theft restoration, that's a very big number.

Dear <First Name>,

The numbers are truly staggering. In 2014 alone, 16 Billion dollars was stolen from identity fraud victims and a new victim was created every two seconds.<sup>1</sup> Even those who are very careful can unwittingly or unknowingly, have their identity stolen. But for LifeLock® members, there is a more reassuring number.

One.

That's the number of calls you need to make to get your LifeLock Identity Protection Agent working and assisting you with your identity theft issue. That's the number of LifeLock Identity Restoration Specialists you will need to speak with throughout the process. And up to One Million dollars—the amount of money your LifeLock Identity Restoration Specialist will spend on experts to help your recovery.<sup>‡</sup>

**It only takes ONE data breach for you to realize the value of having LifeLock® protection on your side!**

An identity thief can use a variety of your personal information to obtain loans and credit in your name and if that happens, the thief won't be the one responsible to set things right. That means you could spend hours on the phone proving to these companies that *you* are the victim and not the other way around.

**In 2014, roughly half of all adults in the U.S. had their personal information exposed as victims of identity fraud.<sup>1</sup>**

When millions of Americans go to resolve an identity theft issue, the variety of numbers they need to remember and retrieve can be staggering. One call to Lifelock

(continued)

No one can prevent all identity theft.

\*At the end of the no-cost 30-day trial period, your card will be billed automatically (\$9.99mo/\$109.89yr for LifeLock Standard™ membership, \$19.99mo/\$219.89yr for LifeLock Advantage™ membership and \$29.99mo/\$329.89yr for LifeLock Ultimate Plus™ membership) plus applicable sales tax. Credit card will be required at enrollment. You can cancel anytime without penalty by calling 1-800-LifeLock. Offer is for new LifeLock members only.

‡Service Guarantee benefits are provided under a master policy issued by State National Insurance Company. Under the Service Guarantee LifeLock will spend up to \$1 million to hire experts to help your recovery. Please see the policy for terms, conditions and exclusions at lifelock.com/legal.

1. 2015 Identity Fraud Study, Javelin Strategy & Research, March 2015.

**1<sup>st</sup>**  
**CALL**

Placing your first call to a US-based Identity Protection Agent begins the process of restoring your identity.

**1**  
**PERSON**

With Lifelock® service, you get the name and number of the ONE Identity Restoration Specialist who will help handle the entire process with you.

Up to **1**  
**MILLION**

Dollars—that's the amount LifeLock will spend on experts such as lawyers, accountants and other experts to help your recovery.<sup>‡</sup>

# LifeLock gives you **3 Layers of Protection** for your unique identity:



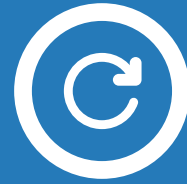
## Detection

LifeLock uses advanced technology to search over a trillion points of data for threats to your identity.<sup>†</sup>



## Alerts

Our patented LifeLock Identity Alert<sup>®</sup> system<sup>‡</sup> lets you know about suspicious activity by text, phone or email.<sup>§</sup>



## Restoration

The calls, the reports, the forms—all of it! Your Identity Resolution Specialist will help you handle every aspect of restoring and repairing your identity.

will put you in touch with the One Restoration Specialist who will help you handle your case. LifeLock will spend up to \$1 million to hire experts, lawyers, investigators, consultants and other necessary professionals to help your recovery.<sup>‡</sup>

**Choose from different coverage plans that begin at only \$9.99 per month!**

Your identity is unique and so should the level of coverage you choose. When you consider that victims of identity theft can be as young as 16<sup>1</sup>, you'll be glad that LifeLock offers a variety of plans to fit your needs and family.

**Enrolling takes just minutes and your protection starts immediately.**

Call **1-866-441-6544** 24/7 to speak with a US-based Identity Protection Agent who can help you choose the best plan for your specific needs. In today's world, you have lots of personal information to keep track of, but remember this: as a LifeLock member, ONE is the only number you'll need!

Sincerely,

Hilary A. Schneider  
President, LifeLock, Inc.

P.S. Call **1-866-441-6544** or visit **LifeLock.com/Mail** and use your promo code **LOCKFGL** to start your **FREE\*** month—from the best and a leader in identity theft protection.

No one can prevent all identity theft.

†Network does not cover all transactions.

\*At the end of the no-cost 30-day trial period, your card will be billed automatically (\$9.99mo/\$109.89yr for LifeLock Standard™ membership, \$19.99mo/\$219.89yr for LifeLock Advantage™ membership and \$29.99mo/\$329.89yr for LifeLock Ultimate Plus™ membership) plus applicable sales tax. Credit card will be required at enrollment. You can cancel anytime without penalty by calling 1-800-LifeLock. Offer is for new LifeLock members only.

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1. "Identity Theft Facts and Figures." National Criminal Justice Reference Center. December, 2014.