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## Intersections Inc.'s Financial Services Products Rank 'Best In Class' in Javelin's 2010 Identity Protection Services Scorecard

### INTERSECTIONS CONTINUES TO SERVE AS THE PREFERRED AND MOST TRUSTED IDENTITY FRAUD PROTECTION SERVICES PROVIDER TO U.S. FINANCIAL INSTITUTIONS

CHANTILLY, Va., Sept. 28 /PRNewswire/ -- [Intersections Inc.](#) (Nasdaq: [INTX](#)), a leading provider of consumer and corporate identity risk management services that has protected over 30 million consumers, today announced it has been ranked "Best in Class" for its identity theft protection services marketed through leading Financial Institutions in [Javelin Strategy and Research's](#) 2010 Identity Protection Services Scorecard. In addition, IDENTITY GUARD® [TOTAL PROTECTION](#)(SM), Intersections' direct to consumer product, earned four stars in this year's scorecard for direct to consumer identity fraud protection services. Among all competitors surveyed, Intersections received the highest combined total points for both financial institution and personal identity theft protection products.

Javelin's industry report evaluated more than 20 vendor services based on key factors such as product features, resolution services, overall product value and victim support. The report also examined identity protection services that are targeted at financial institutions, credit bureaus, and consumers and took into consideration the breadth and depth of the credit and personal information monitoring services.

"We have been a trusted partner to the top U.S. financial institutions for the last 14 years and are pleased that the services we provide to our partners are being recognized as 'Best in Class' by Javelin," said Michael Stanfield, Chairman and CEO of Intersections Inc. "Intersections provides the industry's most comprehensive identity theft protection solutions, and we are committed to continuing to evolve our innovative services for many years to come. While there is no such thing as 100 percent identity theft protection, we believe that our model of education, detection, prevention and recovery is critical to proactively combating today *and* tomorrow's most sophisticated identity theft threats."

Intersections is recognized as the preferred partner of major financial institutions in North America, providing custom identity management solutions that help financial establishments meet their customer service goals and security objectives. The top ranked private label product provided through Intersections was selected as 'Best in Class' for credit and personal information monitoring services among financial institutions and features 24x7x365 resolution services to victims, along with antivirus services.

"Our research shows that most consumers, regardless of age, prefer to receive their identity fraud protection services from their banks or credit card companies," said James Van Dyke, President and Founder, Javelin Strategy & Research. "There is a strong trust relationship between consumers and their financial institutions, making Intersections 'Best in Class' solution and its partnerships with financial institutions exceptionally significant in the identity theft protection market."

The report also recognized Intersections' successful partner strategy. Intersections and Check Point® ZoneAlarm®'s relationship was regarded as the "tightest and best known security integration" that exists in this market. Intersections' relationship with White Sky's ID Vault®, which secures the browser against man-in-the-middle browser attacks, was also noted as a successful partnership that brings significant security capabilities to consumers.

In addition to offering credit and personal information monitoring services directly to financial institutions, Intersections IDENTITY GUARD® TOTAL PROTECTION(SM) is one of the only companies rated in the Javelin Scorecard that offers protection for mobile devices. MOBILE LOCKBOX® offers a way for consumers to store sensitive personal and financial information on their mobile phone, PDA and computer in a safe, secure and encrypted environment that can be accessed via a web browser.

Since 2007, Javelin has evaluated and reported on the rapidly growing identity fraud protection services space. Each year, analysts examine consumer perceptions, the effectiveness of the identity protection services market, and the new and existing solutions that are available to consumers. Evaluation of specific criterion is executed through extensive website review, mystery shopping (phone interviews with customer service representatives), and vendor interviews.

#### About Intersections Inc.

Intersections Inc. (Nasdaq: [INTX](#)) is a leading provider of consumer and corporate identity risk management services. Eight million consumers are actively protected by Intersections' consumer and breach remediation services offered through North America's leading financial institutions, directly to consumers under its award-winning IDENTITY GUARD® brand ([www.identityguard.com](#)), and through its exclusive partnership with ITAC, [the Identity Theft Assistance Center](#). Since its inception in 1996, Intersections has protected more than 30 million consumers.

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About Javelin ([www.javelinstrategy.com](http://www.javelinstrategy.com))

Javelin is the leading provider of quantitative and qualitative research focused exclusively on financial services topics. Based on the most rigorous statistical methodologies, Javelin conducts in-depth primary research studies to pinpoint dynamic risks and opportunities. Javelin helps its clients achieve their business initiatives through three service offerings, including syndicated research subscriptions, custom research projects and strategic consulting. The company's client list includes some of the largest banks, credit unions and card issuers, as well as significant technology enterprises in the financial services industry.

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