

## ***PATRIOTDEALER.COM LAUNCHES SMART ID INTERNET ENHANCEMENT***

***Advanced identity authentication service now protects auto dealers on their website as well as in their showroom***

**Orlando, FL., Feb. 11, 2006** - PatriotDealer.com, the leading OFAC compliance service for automobile dealers, announced today the release of an Internet integration enhancement to their leading identity authentication service, *Smart ID*. The Internet enhancement of SmartID allows for a seamless integration into a dealership's existing web site to avoid fraudulent online transactions.

"Smart ID has proven over the last year to be a tremendous advancement over other identity verification services. Dealers can now attack identity fraud where they are the most vulnerable, their Internet Department." said J.R. Wilson, President of PatriotDealer.com "Identity thieves do business over the Internet because it reduces the time they spend in the showroom, where they have a greater chance of being caught. They love it when a salesperson says 'fax me a copy of your driver's license'. With SmartID, the dealer can now close that loop hole."

The Smart ID service is an advanced authentication service that allows auto dealerships to authenticate a customer's identity through a short list of questions derived from over 4000 data sources and 33 billion records. Created specifically for the retail automotive dealership market and introduced in January 2005, Smart ID addresses the shortfalls of existing services and ultimately gives dealers a strategic and proactive advantage in detecting and stopping identity theft.

The SmartID Internet enhancement allows dealers to incorporate identity verification into their online credit submission process and receive the Smart ID confirmation from PatriotDealer. The entire Smart ID process takes only seconds. Results can then be sent to the bank along with the auto loan package, providing the lender with greater confidence in the authenticity of the customer's identity.

"We lost a vehicle to identity theft last year," said Gary Godwin, President of Godwin Automotive in Duluth, GA. "With Smart ID, I feel confident that we are better protected, especially on Internet deals. We like that the process is simple and the pricing model works extremely well for us."

Smart ID also protects legitimate buyers like Chad McEntire, a recent customer of Godwin Automotive. "It is a very simple process that's also very comprehensive and I appreciate that the service is there to protect me." Mr. McEntire said.

Smart ID will be demonstrated at booth 3716 at the 2006 National Automobile Dealer Association (NADA) Conference and Exposition in Orlando, FL. Feb. 11<sup>th</sup> – 14<sup>th</sup>. Smart ID integration is available for any dealer's website, regardless of the provider.

### ***About PatriotDealer.com***

PatriotDealer.com, established in 2002, has grown to be the most recognized OFAC compliance service in the industry and its customer list includes some of the largest dealership groups in the country. Smart ID was launched in 2005. It provides dealerships with a true identity verification service to fight the type of identity fraud that costs billions of dollars to businesses annually. PatriotDealer.com is headquartered in Alpharetta, GA.

### **For further information contact:**

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