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IDENTITY THEFT SOLUTION New Solution Invented To Protect Consumers

(Norwalk, CT) In the time it takes to read this 13 new cases of identity theft will occur in the United States. FBI statistics indicate that identity theft is the fastest growing crime in America. These crimes now cost businesses more than \$33 billion per year. According to the Federal Trade Commission nearly 10 million Americans were victims of identity theft in 2003. Safety-Zones LLC, today, unveiled its website featuring **Safety-Zones**[®], its patent-pending e-technology solution to prevent the use of identity theft. **Safety-Zones**[®] protects privacy information for an estimated cost of 10 cents per day per consumer, a small fraction of the current losses. Those interested in learning more about this simple, cost-effective solution to identity theft will find detailed explanations at www.safety-zones.com.

Data from the US Census Bureau shows that electronic transactions are on the rise. With this trend expected to continue, a technology that assures consumers safe electronic transactions will afford them greater confidence when participating in an interconnected electronic world by reducing identity theft crimes to almost a non-issue.

According to Diane Richardson, President of Safety-Zones LLC, "**Safety-Zones** gives account holders a measure of control over their financial domain that is unprecedented in our rapidly growing, electronically controlled world, and will save tens of millions of people from further unnecessary grief and victimization, while saving the corporate world from billions in losses. **Safety-Zones** restores sanity to the electronic process."

Safety-Zones can stop nearly all fraudulent use of stolen or misused accounts by giving individual and corporate account holders control over personal selections, like an account on-off switch, transaction price limit, and location of use (such as area code) creating a "safety-zone" for each transaction that must be verified before a transaction is permitted. These new safety-zones are completely controlled by the account holder. Diane Richardson said, "**Safety-Zones** privacy protection can safeguard all forms of private information from theft, including medical records and licenses. **Safety-Zones** can also be used to develop secure and safe voting methods. We look forward to the many applications and protections that **Safety-Zones** can provide in privacy protection."

Safety-Zones LLC is an RSMC company. RSMC™, a privately held global-reach company, was formed on the premise that a team of skilled professionals can solve many commonly experienced problems when not concerned with self-imposed limitations. RSMC™ is also the developer of Budget-Master.com, the easiest to use budgeting and financial management program in the world. Budget-Master.com will help millions of consumers manage their income and debts without learning how to use a spreadsheet program. With a company slogan, "Helping to Understand Our World and Committed to Finding Better Ways to Live in It," the mission of RSMC is to create useful products that meet common needs and to provide information in engaging ways so that people in need of a solution can help themselves. Budget-Master.com and Safety-Zones exemplify these goals.

Safety-Zones is a Registered Trademark ®. Additional information is available at www.safety-zones.com. RSMC™ will soon offer **email-guardian.com**, a proof-positive™ spam blocker that the user can control, and **Call-Blocker™**, a patent pending method to selectively permit telephone, cell phone, PDA, Fax, and other forms of communication the user can also control. # # #