

ID Theft Protection News
Guard Dog Inc. Launches Aggressive Sales Campaigns
With Commission Junction, A Global Leader In
Online Advertising, Affiliate Marketing and Managed Search

Guard Dog Inc. Upgrades Their Online Presence with
New Banners and Program On Commission Junction

Guard Dog Introduces the Flexibility of Their Online Identity Protection Solutions with
New Aggressive Online Campaign with Commission Junction



GUARDDOG
COMPREHENSIVE IDENTITY THEFT SOLUTIONS

Source: EmergeNews.com Growth Stock News Site.

This is not an official Guard Dog, Inc. (Stock Symbol: [GRDO](#)) press release.
See The Official Press Release On YAHOO Finance – [Click Here](#)

[Click Here](#) To See The Guard Dog, Inc. IR and Press Release Page.

"If you don't have identity protection, you're
at risk of becoming a statistic."

Kendra Todd
*Winner of The Apprentice, Entrepreneur,
Television Host, Real Estate & Wealth Expert*



August 31, 2010 – ID theft protection solutions company Guard Dog, Inc. (Stock Symbol: [GRDO](#)) announced the re-launch with Commission Junction. A new combination to Guard Dog's online presence will be a much more flexible product line including the 'Essential' protection program and a very aggressive payout program.

Commission Junction, a ValueClick company, is a global leader in the online advertising channels of affiliate marketing and managed search. They drive quality results, deliver superior service, and develop sustainable relationships for advertisers and publishers through their performance-based solutions. Commission Junction operates the only truly global network in affiliate marketing while setting the industry standard for network quality and providing the most sophisticated reporting tools available.

GUARDDOG
COMPREHENSIVE IDENTITY PROTECTION

TRUE FINANCIAL
KNOW-HOW
MEANS GETTING
GUARDED TODAY

ID PROTECTION >>

GUARDDOG

INSTANT
CREDIT
REPORTS

“The timing of our re-launch is based on new product upgrades and the introduction of our newest product, ‘Essential’. It’s been Guard Dog’s position in all marketing efforts to show a clear overall value to all competition.”

“As we put our product online we have to show not only the consumer Guard Dog is the clear choice, but also the publishers that chose to display our banners. Our newest efforts exceed both of those objectives, and we anticipate very strong results”

stated, CEO James Watson.

See The New Sales Banners – [Click Here](#)



The online marketing program with Commission Junction will reinforce newly launched advertising campaigns that will include a very aggressive local push with radio, billboards and selective media. Additionally, the online branding will assist grassroots efforts with students on college campuses and soon to be introduced TV program.

Guard Dog’s brand is becoming more recognized by the day, as multiple comparison sites have already provided high ratings for the products offered. This online push will continue to focus on branding efforts and increased membership drives.

For more information about Guard Dog, and the nationwide campaign to educate Americans about identity theft risks, visit the website at www.GuardDogID.com



Armor, The Guard Dog ID Mascot

About Guard Dog ID:

Guard Dog ID (See www.GuardDogID.com) provides identity theft solutions for individuals, groups and corporations to help educate consumers, offers guidelines and tips for safeguarding personal information, and cutting edge technology to promptly and effectively remediate identity breaches.

About Guard Dog Inc:

Guard Dog Inc is a publicly traded company which trades under the ticker symbol [GRDO](#).

All current and potential shareholders are further encouraged to visit our Investor Relations page www.guarddogid.com/ir/ for more details regarding the Company and features in this announcement.

For More Information Please Contact Guard Dog, Inc. (775) 544-7396

This press release contains statements that are “forward-looking,” and involve a number of risks and uncertainties. Statements that are not historical facts are considered forward-looking statements, and are subject to Safe Harbor provisions as defined in the United States Private Securities Litigation Reform Act of 1995. Company results and performance may be materially different from future results, strategies, plans or goals expressed or implied by any forward looking statements made herein. The Company disclaims any obligation to update or revise any forward-looking statements.