

ID Theft Protection News Guard Dog Inc. Launches Nationwide Initiative To Protect Consumers from Identity Theft

“Essential Protection Package” Will Yield Easy and Affordable Comprehensive Protection

Source: EmergeNews.com Growth Stock News Site.

This is not an official Guard Dog, Inc. (Stock Symbol: [GRDO](#)) press release.

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GUARDDOG

COMPREHENSIVE IDENTITY THEFT SOLUTIONS

August 23, 2010 – ID theft protection solutions company Guard Dog, Inc. (Stock Symbol: [GRDO](#)) today announced a nationwide initiative to combat identity theft crimes with the debut of a comprehensive suite of services. Named the ‘**Essential Protection Package**,’ it will be an ongoing campaign that will begin positioning Guard Dog as the one-stop shop for all identity related resources and solutions.

Included are recently developed features such as BreachWire, SpywareBlaster, an ID risk report, plus sex offender, missing children, and virus and scam alerts. Subscribers will also receive the Guard Dog e-newsletter.

“The package is indeed comprehensive,” states James Watson, CEO and President.

“There is an overwhelming amount of information released daily -- from corporate data breaches to new online scams. Guard Dog has tapped into that information and created customized filters to immediately notify members so they can identify the risk and protect themselves.”

The initial introduction of the Essential Protection Package will include a targeted campaign that will provide complementary services to corporate and organizational partners for a limited time to help their employees and members across the country combat identity theft risk. This will be accomplished by providing promotional codes to waive monthly fees. The Essential product will also be available to selected partners as a “value add” for existing products or services.

“In our quest to define the lead role in identity theft solutions,” Guard Dog's CEO said, **“we have carefully crafted an affordable option that will coincide nicely with our national education campaign to protect Americans with our one-stop service.”**

The introductory level package will retail for \$24.95 annually, or only \$2.95 per month.

The Company's Essential Protection Package will be the lead product to support corporate and organizational partners, allowing them to upgrade their corporate infrastructure with minimal or no cost to be better prepared for any type of future breach. Guard Dog will aggressively target corporations to implement this full suite of identity theft prevention resources as an outreach tool to their employees and members. It will also help educate Americans about identity theft. In addition, the campaign intends to generate awareness in the fight against internet predators.

This launch will also coincide with an expansion of online tools and educational resources available on Guard Dog's corporate website.

CEO Watson notes that the one-stop concept has been designed to meet consumers' varying levels of identity theft protection. The steps will include free resources located on the Guard Dog member dashboard, full and complete access to customer service, and identity protection specialists for the most sophisticated packages. These include full credit monitoring, restoration and a \$1 Million insurance policy.

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



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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](http://www.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.

"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



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



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