

**Growth Stock News
ID Theft Protection Services Company,
Guard Dog Inc., Holds September 1, 2010
CEO Conference Call To Update Shareholders On
Recent Achievements and Upcoming Events**



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.

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**"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*



September 1, 2010 – ID theft protection solutions company Guard Dog, Inc. (Stock Symbol: [GRDO](#)) held another in a continuing series of conference calls used to inform the Investment community on the progress and growth of Guard Dog Inc.

The primary purpose of the call was to update shareholders on the progress of Government Contracts, New Product development, Affiliate Marketing, upcoming Television and Radio advertisement, the next stages of the Investor Awareness Campaign and the introduction of Guard Dog's new Chief Operating Officer.

A taped recording of the call can be heard at:

<http://ir.guarddogid.com/2010/09/01/shareholder-conference-call-replay-september-1-2010/>

The following summary of the call was provided by InvestorHub member carterjack. The summary was posted on the following page:

http://investorshub.advfn.com/boards/read_msg.aspx?message_id=53961837

1. Core purpose of Guard Dog is to fight Identity Theft. Now targeting Educational market and Government Agencies, via their partnership with the Winvale Group. Due to budget cycles within gov't agencies and acadamia it often takes longer to close business vs. the private sector, but how this market works is once that first deal is closed the gates open up and the subsequent department and agency deals get closed much more quickly.

- 2.** New product line - "Essential" - receiving a lot of positive feedback from companies. There will be a new product line called "Clean I.D." that will be released within a few weeks. A bit more expensive than the Essential package, but is a very strong lead into large organizations - adds value - with strong upsell potential.
- 3.** Kendra Todd is going into the studio, now scheduled for Sept. 23. First TV commercial will be in an interview format. It will air on Fox Network and CNBC initially, to air mid Oct. It will be in local markets as a beta test initially to gauge the response and their ability to handle the calls/leads that start coming in. Once the local testing of the commercials is completed they will go national with them.
- 4.** This will be, timing wise, in coordination with a formal outreach to the Keller Williams real estate organization - with the additional packages (Clean I.D. and Essential).
- 5.** Chad Gray is on an Advisory Board - "O.S.S." - that has strong inroads into the academic and other non-profits, which Guard Dog will be working with to help push the Essential product line at a national level. To be coordinated with the national TV launch.
- 6.** Chael Sonnen, the UFC fighter Guard Dog sponsors: there is possibly going to be a Championship fight re-match, and if there is, Guard Dog will incorporate a strong promotion featuring - and probably linking - Chael Sonnen and Kendra Todd. Coordinated with the national TV promotions, this will be a very strong combination and outreach, esp. into the retail and academic markets.
- 7.** Guard Dog is still on target to hit 100,000 subscriptions by end of 2010. Watson does not see anything that will get in the way from hitting that milestone. Regardless, the plans to uplift by end of 2010 or first quarter in 2011 are on track.
- 8.** The share buybacks: for legal compliance reasons they felt obligated to share with the public that officers of the company were buying shares on the open market. But, this is not a "company buy-back." These are buys by Officers made on their own discretion. The Officers at Guard Dog are not required to buy shares, nor required to disclose how many shares they purchased.
- 9.** James Watson said he is the majority shareholder ("by far") and has the controlling interest in the company.
- 10.** Chad Gray, the new COO, will be taking over day-to-day Operations of the business as of Sept. 7th. When Chad's up to speed, Watson will transfer his focus to the investment side of the business.
- 11.** Guard Dog has already entered into relationships with a few promo co.'s. But the intention is - and has been - to grow the PPS in such a manner that it maintains support. This, as opposed to dramatic ups and downs. There will be additional promo co.'s that will be coming on board and the purpose will be NOT to pump the stock, but raise investor awareness. Watson has already seen evidence of certain investment co.'s having read Guard Dog newsletters (the online one's, such as found on Alphatrade, etc.). He expects GRDO will see more increased awareness and buying - but not to the extent it will harm the stock.

Ultimately: what Watson is going for are the kind of investment partners that invest \$10's of millions. All of his product, operational and marketing strategies are geared to ramping up the business and profits to present to these results to the kind of investment co.'s that will write high 8 figure checks to bring the company - GRDO - into an entirely different level of success.

12. Chad Gray: Background with UBS, Walmart (their banking div.), LifeLock - helped LifeLock grow from 30k to 1.5 million subscriptions. Chad said he really understands the space: the competitive landscape, what works in the market, what doesn't. The reasons why Chad chose Guard Dog to work for as opposed to other big competitors out there have to do the product and pricing strategy; Guard Dog's strategy to build the business such that it doesn't go into massive debt to acquire customers; their strategy to bring low-risk entry-level products such as the Essential and Client ID product lines to penetrate additional vertical markets and garner marketshare in a profitable/supportable manner.

Chad stressed that he'll be focused on building a very strong customer service organization to help retain the customers the new partnerships, contracts and national marketing efforts are and will increasingly be bringing in.

Further: no other company in the industry today offers such a low cost product line such as Essential. Next will be the Clean ID product - which has been positioned to enter the retailing market, ie large retailers such as Walmart, Target, Best Buy, Staples, Office Max, etc.

The infrastructure Guard Dog has in place today is FAR more sophisticated and robust than what LifeLock had at this point in it's growth, and the potential to grow this business significantly is fantastic.



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



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](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.

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

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