

Lodrick's List *Karen's Rankings for the Top 10 Identity Theft Protection Services*

	Importance	INVISUS iDefend	Lifelock	FreeCredit Report.com	TrustedID	Identity Guard	Identity Truth	LoudSiren	Equifax	Prepaid Legal	SAFETYNet
Karen's Score		775	314	340	466	701	701	386	384	198	465
Convenience / Hassle-free Factor	10	9	3	3	4	6	6	4	3	0	4
Initial Assessment Provided	10	10	7	5	7	7	7	5	7	7	7
Public Records Monitoring	10	10	0	0	0	10	10	0	0	0	10
Total Recovery Service	10	10	4	4	4	10	10	4	4	5	8
Insurance Adequacy	10	7	7	7	7	7	7	5	5	0	7
Free Credit Report(s)	8	10	0	10	10	10	10	10	0	0	0
Black Market/ Hacker Monitoring	8	10	0	0	0	7	7	0	0	0	0
Integrity/ Truth in Advertising	7	9	0	0	9	9	9	9	7	9	9
Credit Monitoring	7	6	9	10	9	6	6	9	10	0	6
Quality of Phone Support	5	8				5	5		0	0	
PC Security Included	3	0*	0	0	0	5	5	0	0	0	0
PC Security Expertise	1	10	1	0	0	5	5	0	0	0	0
Credit Locking & Renewal	4	0	10	0	10	0	0	0	10	0	0

*PC Security protection is available as a separate product from INVISUS in addition to iDefend. See Lodrick's Tip #4: iCare.