

LifeLock Unveils New Facebook App - 'LifeLock for Life'
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Followers Can Test Their Security Knowledge and Enter to Win Prizes

TEMPE, Ariz., Nov. 12, 2012 (GLOBE NEWSWIRE) -- LifeLock, Inc. (www.lifelock.com), an industry leader in proactive identity theft protection has launched 'LifeLock for Life', a Facebook application enabling fans to explore different life stages and events to test their security knowledge. Upon answering correctly, users can enter for a chance to win prizes. The foundation of the game educates consumers about the threats looming from infancy, adolescence and adulthood.

"Here at LifeLock, we are always working to educate consumers and advocate for their rights," said Marvin Davis, Chief Marketing Officer for LifeLock. "LifeLock for Life is an educational and entertaining tool that allows us to reach a wide range of consumers and share information that could potentially benefit them. In addition to the education opportunity, there's also a chance to win some great prizes, from gift cards to travel vouchers."

According to the 2012 Identity Fraud Report by Javelin Strategy and Research, overall identity theft rates were constant among all age ranges; however the type of fraud did vary between age groups. Being aware of the risks is the first step in combating the rising crime. 'LifeLock for Life' will demonstrate how consumers can best protect themselves and their families at every life stage.

The LifeLock Facebook page also provides consumers an opportunity to defend themselves with knowledge. Followers can find the latest identity theft stories and news of what advocates like LifeLock, law enforcement and elected officials are doing to protect consumers from becoming victims of identity theft. Fans are alerted about breaking news of identity theft reports, the latest data breaches including tips and advice on how to stay protected and can even submit a request for an identity theft expert to present at their next group meeting.

To learn more, visit www.facebook.com/LifeLock.

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[LifeLock, Inc.](http://www.lifelock.com) (NYSE:LOCK), is a leading provider of proactive identity theft protection services for consumers and identity risk assessment and fraud protection services for enterprises. Since 2005, LifeLock has been relentlessly protecting identities by providing consumers with the tools and confidence they need to help protect themselves from identity theft and manage their credit. In October 2012, Javelin Strategy & Research named LifeLock Ultimate™ a "Best in Class Overall" identity theft protection solution and also named it "Best in Detection". In March 2012, LifeLock further demonstrated its commitment to combating identity fraud with the purchase of [ID Analytics, Inc.](http://www.idanalytics.com), a leader in enterprise identity risk management that provides visibility into identity risk and credit worthiness. ID Analytics, Inc. currently operates as a wholly owned subsidiary of LifeLock, Inc.

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