

LendingTree Launches Free Identity Monitoring Feature Through Partnership With ID Experts

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CHARLOTTE, N.C., March 16, 2020 /PRNewswire/ -- LendingTree, the nation's leading online loan marketplace, today announced the launch of a free identity monitoring feature for My LendingTree users through a new partnership with ID Experts, a premier identity protection provider, in efforts to help consumers further safeguard themselves from threats to their financial health and online privacy.

Members of My LendingTree, the free financial intelligence platform that allows users to monitor their credit health and identifies potential savings opportunities, will be automatically provided with this complimentary service and will receive real-time breach notifications should their registered email address be found on the dark web. A users' email address is often connected to everything they use online and, if compromised, can lead to identity theft.

"We're pleased to partner with ID Experts to support our customers with this identity monitoring feature," said Jason Simon, vice president of product management. "Protection from data breaches and identity theft is a critical component in consumers' journeys toward financial health, and this service utilizes a highly advanced software platform to make it easier for users to stay vigilant and take quick action in the event of any breach."

The dark web is a part of the internet that consists of encrypted websites and marketplaces and is not accessible with normal web browsers. It is a place where cyber criminals buy and sell almost anything, including personal information stolen in data breaches. This new, free dark web monitoring service will continuously monitor over 14 billion carefully validated data elements to alert consumers if their email has been compromised.

"We're proud to partner with an exceptional organization like LendingTree, one that not only has revolutionized how consumers access financial services, but is also thinking ahead to protect their privacy," said Tom Kelly, CEO of ID Experts. "We look forward to serving the millions of My LendingTree members with our leading-edge identity platform and technologies."

For consumers seeking additional layers of protection, LendingTree will make available paid monthly subscription packages offered through ID Experts for their comprehensive MyIDCare protection platform with special rates available only to My LendingTree users. Priced at \$9.95 per month for the enhanced plan and \$19.95 per month for the premium plan, these robust packages provide additional monitoring of phone numbers, bank accounts, social security numbers, as well as best-in-class social media privacy monitoring and more, along with concierge-style identity theft recovery services.

To enroll in LendingTree's free credit monitoring service or create a free My LendingTree account, visit www.MyLendingTree.com.

About ID Experts

ID Experts® is the leading pure-play consumer identity protection and privacy technology company. Its flagship digital privacy and identity protection product, MyIDCare™, is built on a secure, cloud-native SaaS platform supporting easy integration and customizable embedded or paid product solutions. As the largest provider of data breach and identity protection services to the U.S. government and a trusted provider to Fortune 500-sized companies and large strategic partners, ID Experts protects over 40 million individuals from privacy risks. Visit www.idexpertscorp.com to learn more or inquire about partnering with ID Experts.

About LendingTree

LendingTree (NASDAQ: TREE) is the nation's leading online marketplace that connects consumers with the choices they need to be confident in their financial decisions. LendingTree empowers consumers to shop for financial services the same way they would shop for airline tickets or hotel stays, comparing multiple offers from a nationwide network of over 500 partners in one simple search, and can choose the option that best fits their financial needs. Services include mortgage loans, refinances, auto loans, personal loans, business loans, student refinances, credit cards and more. Through the My LendingTree platform, consumers receive

free credit scores, credit monitoring, customized recommendations to improve credit health, and notification when there are opportunities to save money. In short, LendingTree's purpose is to help simplify financial decisions for life's meaningful moments through choice, education and support. LendingTree, LLC, is a subsidiary of LendingTree, Inc. For more information, go to www.lendingtree.com, dial 800-555-TREE, like our Facebook page and/or follow us on Twitter @LendingTree.

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