



**FOR IMMEDIATE RELEASE**

**Contact:** Dovell Bonnett  
Founder and CEO  
Access Smart, LLC  
Tel: (949) 218-8754  
Fax: (949) 218-8678  
E-mail: dovell@access-smart.com  
Website: www.access-smart.com

**Agency:** Christopher Chennault  
Director of Account Services  
MarCom PR, Inc.  
Tel: (949) 476-5005  
Fax: (949) 476-5065  
E-mail: cchennault@marcompr.com  
Website: www.marcompr.com

**Access Smart Authors Wiley's *For Dummies*® Book:  
"Online Identity Theft Protection For Dummies"®, Power LogOn  
Edition"**

*The annual cost of identity fraud in the U.S. totaled \$56.2 billion according to a 2005 joint survey by the Better Business Bureau and Javelin Strategy and Research*

**Ladera Ranch, CA – January 8, 2007** – Access Smart, LLC, the leading developer of data and security management solutions through the use of smartcard technology, announced today the release of "*Online Identity Theft Protection For Dummies, Power LogOn Edition*." Authored by Access Smart's Founder and CEO, Dovell Bonnett, and published for Access Smart by Wiley, publishers of the best-selling *For Dummies* series, "*Online Identity Theft Protection For Dummies, Power LogOn Edition*" helps individuals and companies of all sizes understand how criminals steal identities, how to create and manage strong passwords through Power LogOn, how to avoid bad security habits, and what to do if victimized by identity theft. In addition to its best-selling titles sold throughout the world, the *For Dummies* program includes books custom-created for companies like Access Smart, LLC, which explain related topics in the trademark *For Dummies* fun and easy way.

"*Online Identity Theft Protection For Dummies, Power LogOn Edition*" is available on Access Smart's website for free with paid shipping and handling. An automatic \$30 discount will be given toward the purchase price of Access Smart's Power LogOn, a smartcard based password management system, when ordering the book and program together.

Access Smart's "*Online Identity Theft Protection For Dummies, Power LogOn Edition*" provides expert tips on how to securely dispose of unwanted electronic devices to reasons why it is important to shred everything from company documents to pre-approved credit card offers. According to Privacy Rights Clearinghouse, more than 100 million Americans have had their personal information compromised from February 2005 to July 2006. Identity theft may cost an individual thousands of dollars, while the cost to a company may be in the millions per incident. Helpful information from "*Online Identity Theft Protection For Dummies, Power LogOn Edition*" provides readers with the knowledge of the many tactics criminals use to perpetrate these identity crimes, which can help readers from falling victim to identity theft. Three example tips include:

- Never associate passwords with anything personal. Using mothers' maiden names, birthdays, social security numbers, or anything known by anyone other than the password administrator is an almost guaranteed way to get personal information stolen.

- more -

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- Don't send mail from the mailbox in front of your house. The red flag is an invitation for thieves.
- When selling or disposing of an old computer or information-holding electronic device, erase the hard drive with an erasing program to prevent data recovery by the next owner or physically destroy the device.

"The new federal and states privacy protection legislations now put agencies, organizations and businesses of all sizes at risk from suffering devastating direct and indirect financial losses if they compromise their employees, members or customers' personal information. Because of this, many business owners and individuals are unaware how their password and security habits can lead to identity theft. That's what persuaded me to write this book and create Power LogOn", said Bonnett. "Most people take the importance of computer security lightly until identity theft strikes. This book outlines how thieves rely on our poor habits; but with a few simple changes and products, one can have both protection and convenience."

In September of 2003, a study from the Identity Theft Resource Center found the average time an individual victim spends restoring their identity is about 600 hours, an increase of more than 300 percent over previous studies.

#### **Pricing and Availability:**

*"Online Identity Theft Protection For Dummies, Power LogOn Edition"* may be ordered free online with paid shipping and handling at [www.access-smart.com](http://www.access-smart.com) or by calling toll free: (877) 795-6466. If the book and a Power LogOn password management system are ordered at the same time, a \$30 savings coupon will automatically be credited toward the purchase price of Power LogOn. Power LogOn allows users to never have to remember or type any user names or passwords, storing everything on a secure smartcard and never on one's computer. *"Online Identity Theft Protection For Dummies, Power LogOn Edition"* has a scheduled release date of January 22, 2007.

#### **Editor's Note:**

A high- and low-resolution cover image, biography, data sheet, fact sheet, and HTM document of the news release is available by calling (949) 476-5005 or by visiting:

[www.marcompr.com/product\\_images/dummies\\_book.html](http://www.marcompr.com/product_images/dummies_book.html)

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**About Access Smart, LLC:**

Founded in 2005 and headquartered in Ladera Ranch, California, Access Smart, LLC develops products and services designed to protect company information and an individual's identity. Dedicated to empowering the consumer to securely regain control over their digital identity, Access Smart offers unique, high quality integrated hardware and software packages that securely manage an individual's digital identification and data over wired and wireless networks, computers, Point-of-Sale devices, kiosks, and any other device. By addressing the very real problems technology users experience every day, Access Smart develops products that are convenient, affordable and easy to use.

For more information about Access Smart, please visit [www.Access-Smart.com](http://www.Access-Smart.com)

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