



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 Views Impending U.S. Government Legislation to Reduce Identity Theft as One Step in Protecting Consumers

Consumers' only real chance at protecting their data is to take responsibility for their own password management practices by using available security technologies

Ladera Ranch, CA – February 21, 2007 – Access Smart, LLC, the leading developer of data and security management solutions through the use of smartcard technology, announced today it applauds the recent measures that the U.S. Congress is taking to protect consumers and companies from identity theft but warns it is still the responsibility of all companies and individuals to proactively protect their data files. The Notification of Risk to Personal Data Act, The Social Security Number Misuse Prevention Act and Cybersecurity Enhancement and Consumer Data Protection Act and other pending legislation are needed to notify individuals of their stolen identity, prohibit the misuse of one's personal information, and deter criminals from stealing identities. These reactive bills, however, do not provide businesses or individuals with preventative identity theft protection tools. Passwords are the digital keys in accessing data files on the Internet or a computer and unless businesses and individuals manage their passwords appropriately, the cycle of identity theft will continue. A combination of strong complex passwords and heavily encrypted data files are required for the maximum protection in data security.

"Our government may be doing their best to secure everyone's identity, but it is ultimately one's own responsibility to protect personal information," said Dovell Bonnett, Founder and CEO of Access Smart, LLC. "People see and hear about identity theft in newspapers and television yet they aren't realizing all computers and security software have the imperfection of allowing unauthorized people to view personal information through poor password management."

Passwords are used in more than 90 percent of all online and network security practices. While the government's laws may help lessen criminal activity, companies and individuals need the appropriate tools to protect their customers', employees', and vendors' personal information. With identity fraud victimizing over 8.4 million people in 2006, according to Javelin Strategy and Research's 2007 Identity Fraud Report, the need for truly secure and innovative passwords is essential for effective and proactive personal identity protection. Consumers use passwords every day to log on to business and home networks where one has access to financial data, social security numbers and a host of other confidential information. Because passwords are frequently used, it is human nature to reuse the same password, or variations of it, for simplicity in dealing with multiple accounts. Not surprisingly enough, individuals most commonly create passwords that are related to their own identity and become easy targets for identity theft.

-more-

Access Smart

Access Smart Views Impending U.S. Government Legislation to Reduce Identity Theft as One Step in Protecting Consumers

Page 2 of 2

Access Smart's Power LogOn password management system, through the use of smartcard technology, allows users to generate effective passwords like "emFO%39iL5Nc305,9Z/4>6d" which is considered the strongest type of password. Power LogOn also holds all of one's personal information such as passwords and credit card information on a 168-bit Triple DES encryption protected smartcard. Additionally, unlike a flash memory card, hard disk drive or external disk drive, the computer does not communicate to Power LogOn as a standard peripheral or storage device. The data on the smartcard is encrypted and requires the Power LogOn software to retrieve and decrypt the data.

"It is the degree of security and reliability that truly differentiates Power LogOn from other security hardware or software systems," says Bonnett. "We truly are not protected from identity theft until we stop compromising the security of one's personal information for simple convenience. With Power LogOn, one can have both security and convenience."

Power LogOn's smartcard is protected from viruses, worms and Trojan Horses attacks. This is verified by Elite Development Group (EDG), a leading Orange County security solutions provider, giving Access Smart's Power LogOn password management system a security rating of four out of five Black Padlocks. EDG security technicians attempted to find security breaches in the Power LogOn system over a three-week period using a myriad of high-tech criminal scenarios that included reverse engineering, hardware hacking and keystroke logging software. Each method was deemed unsuccessful.

Pricing and Availability:

Power LogOn is available for purchase at Access Smart's website, www.access-smart.com, or by calling toll free: (877) 795-6466. Pricing is \$129.95 for the desktop version and \$139.95 for the notebook edition. Access Smart provides a 100%, 60-day money back guarantee and free ground shipping on all orders in the United States. For sales information contact Access Smart at (877) 795-6466 or visit their website at www.access-smart.com.

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

Access Smart and Power LogOn are trademarks exclusively licensed to Access Smart, LLC. Other product names are either trademarks or trade names of their respective holders.

###