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Top 10 States for Identity Theft

New Website From Equifax Offers Consumers In-Depth Information About Identity Protection

ATLANTA, May 7, 2013 (GLOBE NEWSWIRE) --[Identity theft](#) is a national problem, but some states have far more consumer complaints than others, with Florida, Georgia and California topping the list.

[IdentityProtection.com](#), a new website powered by Equifax, takes an [in-depth look](#) at each of the top 10 states for identity theft, examining state and metro area statistics, examples of widespread fraud, potential reasons residents of these states are at risk and local efforts to curb identity theft. The website also explores the types of identity-related fraud, from criminal and [tax identity theft](#) to [medical identity theft](#) and [child identity theft](#). Victims tell their stories, and experts weigh in on how consumers can protect themselves.

Florida ranks No. 1 for identity theft among the 50 states, with 361.3 complaints per 100,000 people, according to the FTC's 2012 Consumer Sentinel Network report - nearly **twice the rate** of the next highest state (Georgia). Florida's high rate of identity theft complaints could be a result of its transient population, large number of tourists and high percentage of elderly people — all groups that are particularly vulnerable targets, according to fraud experts at Equifax. Also, states and metro areas that have had surges in unemployment and/or foreclosures may be at risk for more identity theft, as people who feel desperate may be more likely to participate in identity theft scams to get quick cash. Other states in the top ten include Georgia, California, Michigan, New York, Nevada, Texas, Arizona, Maryland and Alabama.

Trey Loughran, president of the Personal Solutions division at Equifax, said [education](#) is the key to helping consumers understand their risk and protect their identities. "Consumers can reduce the risk to themselves and their families by being vigilant and proactive to [safeguard their personal information](#)," he said. "By analyzing the states and cities that have been hardest hit by identity theft, we can better understand the crime and help consumers protect themselves."

About Equifax

Equifax Personal Solutions empowers consumers with the confidence and control to be their financial best. Find out more about Equifax's innovative suite of credit monitoring and identity protection products at www.equifax.com. Learn about identity theft and how to help protect yourself and your family at [IdentityProtection.com](#). Get smart information on everything from credit to retirement, all in one place at the Equifax Finance Blog, blog.equifax.com.

Equifax is a global leader in consumer, commercial and workforce information solutions, providing businesses of all sizes and consumers with information they can trust. We organize and assimilate data on more than 500 million consumers and 81 million businesses

worldwide, and use advanced analytics and proprietary technology to create and deliver customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates or has investments in 18 countries and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. For more information, please visit www.equifax.com.

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