



Press Release Date : 01/29/2008 06:20 AM

NEW ECREDITFREEZE.COM IDENTITY THEFT PREVENTION SERVICE HELPS CONSUMERS FREEZE CREDIT FILES

-(Corporate Wire)- THE WOODLANDS, TX, January 27, 2008 – eCreditFreeze, LLC, the leading provider of low cost and affordable ID theft prevention services, today announced that it has launched its identity theft protection service that gives consumers the power to easily protect their credit files. eCreditFreeze.com provides a simple step-by-step procedure to protection against the most damaging type of identity theft, new account fraud. With the help of eCreditFreeze.com, consumers can stop credit agencies from allowing other people and businesses to view and use their credit files. Potential thieves will no longer be able to fraudulently open new lines of credit under the consumer's name.

In January, 2003, the first credit freeze state law was passed in California. Since then, 38 more states and the District of Columbia have passed credit freeze laws. On November 1, 2007, the three major U.S. credit agencies began offering the ability for consumers around the country to freeze access to their credit files. However, the cost and process to freeze credit files vary by state, making it difficult and tedious for consumers. eCreditFreeze.com eliminates the uncertainty and provides information and pre-filled forms specific to each individual consumer, state, and agency.

Each day, almost 25,000 Americans become victims of identity theft. Many of these victims often spend 60 hours and over \$1,000 to repair their credit. It may take months before one realizes they have become a victim of identity theft and then months or years to restore their credit standing and their good name. By using eCreditFreeze's service, consumers can easily proactively protect themselves from these costly and time-consuming burdens.

eCreditFreeze.com charges a nominal one-time fee of under \$10. The consumer receives a comprehensive information kit including customized letters addressed to each of the three credit agencies, step-by-step instructions for providing the proper information, a link to obtain a free annual credit report from each credit agency, information on fraud alerts and instructions on temporarily or permanently removing a credit freeze.

The three major credit agencies could make a credit freeze easy and inexpensive, but it does not appear to be in their best interest. They are in the business of selling consumer's credit information to companies for ad solicitations and selling more expensive credit protection services such as fraud alerts, monthly credit reports, and reporting scores for an ongoing monthly fee.

The eCreditFreeze, LLC service is hosted on a secure website that is easy to navigate and is available nationwide. No sensitive information is required to use the service.

About eCreditFreeze.com

eCreditFreeze, LLC is the leading provider of low cost and affordable ID theft prevention services. We are a consumer-oriented company dedicated to helping our customers protect their identities and credit through the service we offer and the identification of other free or low cost identity protection resources. We have factored in over 200 plus variables dictated by state laws or the 3 major U.S. credit agencies to provide each customer with a personalized customized credit freeze information kit. eCreditFreeze, LLC is headquartered in The Woodlands, Texas. See www.eCreditFreeze.com.

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