



▶ METROPLEX FURNITURE averts a potential loss by using DATATrue technology.



▶ Defining Customer Service – What is your company's definition?



▶ 160,000 Student, Alumni and Faculty records are stolen from a major California University. Information most likely sold on the black market.

DATATrue™ focus

ADDRESSING THE NEEDS OF THE SMALL BALANCE LOAN, RENT-TO-OWN AND LENDING INDUSTRIES, NATION WIDE.



DATATrue Helps Metroplex Furniture Stop Fraudulent Transaction

Last week, I had the pleasure of talking to Karl Benz, Director of Metroplex Furniture Show in Dallas, Texas.

During our conversation, Karl was very excited to tell me about a fraudulent customer transaction, which would have become a loss for Metroplex Furniture Show had they not used DATATrue during their approval process.

Instead of me telling the story, we asked Karl if he would share his story with all of our DATATrue customers.

Dear Gene, We here in Dallas at Metroplex Furniture Show are excited and grateful to Data True. Your service prevented us from making a \$6200 mistake. We recently had a customer attempting to make a purchase using a hold check program from another vendor. The company had approved them and supposedly they were as good as or better than most other companies that are designed to help retailers avoid problems. The check guarantee the vendor offered would

likely have been voided since the buyer had obtained a bogus driver's license and checking account. Fortunately we thought we would just double check Data True. When we did alerts popped up everywhere. The customer had brought their own truck.

We simply offered to do the delivery for free explaining whenever we take a check we are required by our insurance company to deliver the furniture to verify the delivery address. She got mad snatched the checks and ran out the door.

We checked afterward and several furniture stores had called searching for the mystery buyer at fraudulent jobs and locations. Thanks Data True!

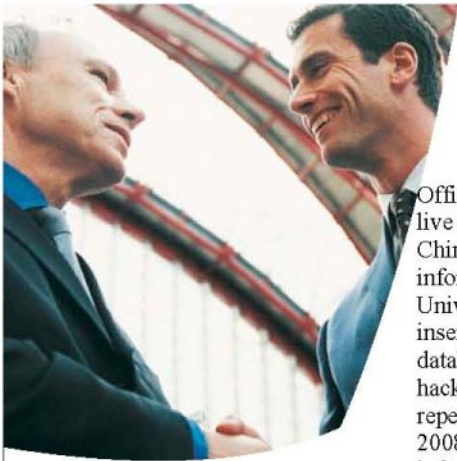
DATATrue is glad that we helped Metroplex Furniture Show prevent a loss by using the DATATrue Personal and Banking verification and identification service.



Define Customer Service - Customer service is an organization's ability to supply their customers' wants and needs.

Customers and business managers alike like to talk about what good customer service is (and isn't), but we think this definition sums up what excellent customer service is beautifully: "excellent customer service (is) the ability of an organization to constantly and consistently exceed the customer's expectations."

Accepting this definition means expanding your thinking about customer service; if you're going to consistently exceed customers' expectations, you have to recognize that every aspect of your business has an impact on customer service, not just those aspects of your business that involve face-to-face customer contact. Improving customer service involves making a commitment to learning what your customers' needs and wants are, and developing action plans that implement customer friendly processes.



Breach In California University: 160,000 Student/Faculty Records Compromised.

Officials believe the hackers live overseas, probably in China, and that they hacked the information by accessing the University's public website and inserting a malware into the database that feeds the site. The hackers accessed the system repeatedly from October of 2008 through April 1009. Stolen information includes SSNs, medical insurance information, immunization records, and doctors' names dating back to 1999.

Recently, DATATrue was alerted to the breach of over 160,000 student and faculty records had been breached.

ID thieves hacked into two databases in the University of California, Berkeley health center this past week. The databases contained the personal information for more than 160,000 students, alumni, and staff.

The breach might have gone unnoticed if the hackers hadn't decided to leave messages in the data logs gloating about their crime.

According to some reports, Berkeley had stored these student and staff records in an unprotected Excel spreadsheet. The identity theft experts most likely sell the

breached data on the black market, resulting in a rash of medical identity theft or financial fraud.

Senior citizens often are the most common targets of scams, but when it comes to identity theft, the younger generation appears to be particularly vulnerable. According to various studies, including the FTC's regular fraud complaint study, the 18-29-year-old age bracket continues to account for almost 30 percent of all identity theft complaints.

If your customer base includes individuals age 18-29, using DATATrue to verify the customers Social Security Number is crucial in preventing fraud.

For more information about DATATrue™ services contact

Djibrack@datatrue.net or call

406.702.1201

WE ARE LOOKING OUT
FOR YOU!
**ALERT1One™ CAN
HELP!**



Now all DATATrue™ customers can subscribe to the NEW & POWERFUL

ALERT1One™

Receive instant email alerts on your SKIP/STOLEN CUSTOMER

Contact

Dan Jobrack @

Djibrack@datatrue.net

406.702.1201

Call DATATrue™ today to save up to 40% on:

- ACH & other Electronic Funds Transfer services
- Visa POS
- Credit and Debit Card processing
- National Criminal Background Search
- Credit Reports (Experian – TransUnion)
- Credit header Social Security Number Search (Skip Tracing)
- Electronic Transfer of collection accounts to a 3rd party collection agency
- Driving records
- NSF Concentrated Returns



Corporate Office: P.O. Box 1404, Arcadia, CA 91077

Office - 626.396.8271 Fax - 626.321.4726

www.datatrue.net sales@datatrue.net