



El Paseo Bank

FOR IMMEDIATE RELEASE

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El Paseo Bank Fights Identity Theft With “Shred It Day” On April 23, 2009.

(Palm Desert—April 9, 2009) To help both customers and the community avoid Identity Theft, El Paseo Bank is holding, “Shred It Day” at its Marketplace Branch adjacent to Sun City in Palm Desert at 39580 Washington Street. The Marketplace phone number is (760) 340-1498. A mobile industrial strength document shredding & destruction truck will be at the Marketplace location from 10:00 to 3:00 to shred important papers, sensitive documents and personal records. This powerful, truck-mounted industrial document shredder will shred these sensitive documents and materials which will then be disposed of in a secure manner. The service is totally complimentary to anyone who would like to take advantage of this very valuable resource.

According to the Identity Theft Resource Center® (ITRC) a nonprofit, nationally respected organization dedicated exclusively to the understanding and prevention of identity theft. Identity Theft is a crime in which an impostor obtains key pieces of personal identifying information (PII) such as Social Security numbers and driver's license numbers and uses them for their own personal gain. This is called ID Theft. It can start with lost or stolen wallets, pilfered mail, a data breach, computer virus, phishing, a scam, or paper documents thrown out by you or a business (dumpster diving). This crime varies widely, and can include check fraud, credit card fraud, financial identity theft, criminal identity theft, governmental identity theft, and identity fraud.

Research shows that most small personal shredders are inefficient to totally rid the threat of identity theft. In fact people become complacent thinking if they throw something through their shredders they are safe. These provide a false sense of security. Unfortunately the ranks of Identity Theft thieves have grown. Thieves have become far more cunning than those of only a few years ago. California's identity theft problem, like the state itself, is as diverse as it is expansive. In 2007 (the latest numbers available), California ranked as the nation's second-worst state in terms of identity theft complaints per capita, according to Federal Trade Commission data. (It was a step “up” from third place, a distinction the state had held for four years prior.) Gang members in Southern California and beyond, have discovered identity theft

as a means of generating quick cash. In 2007, in California, nearly 1.5 million persons fell victim to identity theft. California identity theft cost victims an estimated \$749 million in out-of-pocket expenses in 2007. Victims are estimated to have spent nearly 6 million hours resolving identity theft issues. "Offering industrial document shredding and destruction at no charge is another way we can help out both our customers and the community," explains, Andy Montgomery, Chairman of El Paseo Bank.

With three branches in Palm Desert, one in Park City and one in Salt Lake City, Utah, El Paseo Bank continues to be a "Well Capitalized" bank. Utah branches operate under the name Frontier Bank, FSB.

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