



Press Release --- For Immediate Release
Contact: Robert Ward 602.744.3719 / rward@merchantsinfo.com

SMLR Group and Merchants Information Solutions, Inc. Announce a New Strategic Partnership

New Strategic Partnership brings Merchants industry leading SmartIDentity for Business Data Breach Solution to SMLR Group clients

Phoenix, AZ (February 10, 2016) — SMLR Group and Merchants Information Solutions, Inc. (Merchants), partner to offer Small to Medium sized businesses a formal information security and governance plan, based on the need to support the SMB marketplace where most small businesses have limited resources and unidentified gaps in information security.

Introducing: SmartIDentity for Business (SID4B), by Merchants. SID4B is an information security and governance program which responds to cybercriminals and hacking attacks as well as insider threat – including employees and vendors – whether the data breach event takes place with malicious intent or via an accidental release of information.

According to Mark Pribish, Merchants VP and ID Theft Practice Leader, “There is an ongoing disconnect in spending on information security (\$77 billion annually) versus spending on the total cost of cyber-attacks (\$315 billion annually). We believe “response and recovery” may be as important or even more important than information security technology which is what SID4B supports.”

“SmartIDentity for Business, while comprehensive, is also a very cost effective data breach solution designed specifically for the small-to-medium sized marketplace,” said Alan Heyman, CEO, SMLR Group. “SID4B compliments and supports the current SMLR mission of protecting the SMB marketplace, including reputational risk and vulnerability assessments” continued Heyman.

Russell A. Johnson, President of Merchants, added: “Businesses in the U.S. must navigate a gauntlet of state and federal laws and regulations concerning an information security breach. SID4B will help SMBs prepare for the worst, while keeping the business compliant with those federal and state laws – including 47 DIFFERENT state breach notification regulations.”

About Merchants Information Solutions

Merchants Information Solutions, founded over a century ago, is a pioneer in affordable consumer and business Identity Theft solutions. Through its industry-leading SmartIDentity and SmartIDentity for Business line of products Merchants protects the identities of over 10 million consumers and businesses each day. Merchants is one of less than 5% of all Identity Theft solution providers to offer full-managed recovery, the gold standard in identity restoration. Merchants also has a full line of pre-employment screening products including being the exclusive provider of the Merchants Integrity Test, which is guaranteed to reduce workers compensation loss rates through its unrivaled money back guarantee program. www.merchantsinfo.com

About SMLR Group

The SMLR Group, Inc. is a full service, data management firm specializing in compliance, network, and information security. By assessing the entire corporate data environment and the processes used to collect, store, update and delete that data, SMLR Group is able to formulate a cost effective plan which takes into consideration how to best move forward, protecting the most valuable and vulnerable data assets as quickly as possible thereby reducing brand compromise. www.smlrgroup.com