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**SOUTHPOINTE DIGITAL TECHNOLOGIES SELECTS LIFELOCK AS IDENTITY
THEFT PREVENTION TOOL FOR MyPersonalVault™
*Virtual Safety Deposit Box to Offer Identity Theft Prevention Tool to Users***

TEMPE, AZ – August 8, 2007 – LifeLock CEO Todd Davis has announced a unique partnership with SouthPointe Digital Technologies to offer users of the MyPersonalVault™ discounted identity theft prevention services from LifeLock, the industry leader in identity theft prevention.

“This is truly a remarkable relationship that we have established with SouthPointe Digital Technologies to bring another level of protection to their new virtual safety deposit box,” said Davis. “Users of MyPersonalVault will now be able to select LifeLock’s service as the strongest form of prevention from identity theft.”

As the leader in identity theft prevention, LifeLock helps consumers prevent ID Theft by setting and automatically renewing fraud alerts with the major credit bureaus, removing member names from pre-approved credit card offers and junk mail lists and guaranteeing the service with a \$1 million guarantee.

In February, the Federal Trade Commission (FTC) released its annual report highlighting that for the seventh consecutive year, identity theft tops the list of consumer complaints. More than 246,000 complaints were filed in 2006, a number that experts believe is vastly underrated due to the number of complaints that go unreported. In 2006, identity theft cost Americans \$1.1 billion dollars, the highest amount ever.

MyPersonalVault, from SouthPointe Digital Technologies, offers priceless protection against natural disasters, unintentional loss, hackers and system crashes. It’s a personal electronic safety deposit box featuring drawers and files for users to customize and organize. Similar to a safety deposit box at a local bank, families can store, view and share their important documents and data from their homes or offices. The addition of the Personal Finance Manager will allow users to select LifeLock as the preventative tool to secure their identity.

“We are extremely pleased to partner with LifeLock and bring the industry leader in identity theft prevention to MyPersonalVault, further enhancing our range of services,” said Dan Walter, CEO of



SouthPointe Digital Technologies. "It is our intention to join with partners, such as LifeLock, who are experts in their respective fields, to continue to offer a variety of services to our clients."

MyPersonalVault also includes a Personal Finance Manager that gathers and organizes financial information from over 8,000 diverse sources and presents it on a financial dashboard, showing all current key financial indicators at a glance. The Personal Finance Manager monitors these accounts and emails financial alerts to the consumer. As an added bonus the consumer will only need to remember one username and password to access all of their accounts.

MyPersonalVault removes the fear and doubt of preserving vital documents and data – everything is in one extremely safe place and ready for access at anytime. For more details, visit www.mypersonalvault.com.

About LifeLock

LifeLock (www.lifelock.com) helps consumers to render their personal information useless to thieves, backing up its service with a million-dollar guarantee. Famous for its CEO giving out his Social Security Number in advertising and national press, the company is experiencing astounding growth. Located in a secure facility in Tempe, Arizona, LifeLock is a private company backed by Kleiner Perkins Caufield and Byers as well as Bessemer Venture Partners. The company recently won an American Business Award for the Best Radio Advertising Campaign and was a finalist for 10 other awards, including Best New Company and Best New Product/Service.

About SouthPointe Digital Technologies, LLC

SouthPointe Digital Technologies, LLC is a development stage company founded by a group of experienced marketing professionals to provide a web portal, MyPersonalVault.com, that enables consumers to electronically store and easily retrieve critical real estate, automotive, health and other important records. The service is offered through sponsoring organizations and accessible via links from their websites and directly to the MyPersonalVault.com site. For more information, visit www.southpointedigital.com.

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