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FOR IMMEDIATE RELEASE:

Startup MasqMe aims to disguise your identity to prevent identity theft.

Pleasanton, CA – April 23, 2010 – A new startup called MasqMe wants to help prevent identity theft for everyone by disguising their identities through what they call the Identity Masquerade.

With MasqMe, consumer credit reports for those important purchases in life like vehicles, jewelry, mortgages, refinancing, apartment rental and more, are handled with 100% privacy! No other identity theft prevention company or, credit report provider can offer this guarantee.

To achieve this high-level of security, MasqMe gives members complete control over their personal identity and uses a combination of high security, state-of-the-art-technology, social networking and much, much more.

The audience MasqMe is targeting is very large, estimated to impact the entire consumer credit marketplace as credit determination is the key factor.

MasqMe believes that all humanity has the right to completely control their identities and expose it only when appropriate. All too often, identifiers like the Social Security number have become unnecessarily exposed. MasqMe does for the Social Security number, what PayPal™ does for the credit card number. Because MasqMe is a consumer-centric solution, MasqMe hopes that everyone that treasures their privacy will see the incredible benefits that MasqMe brings and join the movement that empowers consumers to resume control of their identities.

To round out the Identity Masquerade™, MasqMe provides additional comprehensive services designed to give you maximum security and coverage in the prevention of identity theft such as a Personal Health Record management system, Personal Fraud Alert management system and much more.

With the growing threat of identity theft and the ever-increasing loss of privacy, it's reassuring to know that someone's got it right and has our interests at heart – and that's MasqMe, the Identity Masquerade.

Visit MasqMe online at <http://masqme.com> or, <http://masqme.mobi> over your smart phone.

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