



## PHOENIX MERCURY PRESENTED BY LIFELOCK

### Frequently Asked Questions & Answers

#### **What is the significance of the partnership with the Phoenix Mercury and LifeLock?**

The Phoenix Mercury and LifeLock® are partnering on a three-year marketing deal, unveiling the first-ever branded jersey in WNBA or NBA history.

#### **What is LifeLock?**

LifeLock is a proactive identity theft protection service providing consumers with confidence and control as an answer for their good faith suspicion of becoming the next victim. LifeLock ([www.lifelock.com](http://www.lifelock.com)) leads the charge against the crime by educating consumers, working with law enforcement, and developing leading services/products, and doing what it should for members.

#### **What is included in the marquee partnership?**

The partnership will include player jersey rights and on-court apparel, on-court branding, in-arena signage, exposure on PhoenixMercury.com, including social networking outlets and e-marketing efforts. The alliance will also include activities in all 13 WNBA markets, including complimentary one-year memberships for all WNBA season ticket holders.

#### **How will the LifeLock logo affect the jersey?**

LifeLock's branding will be prominently featured on the front of the jersey.

#### **What is the reason behind the partnership?**

The WNBA has been considering this level of a partnership for some time and decided it was the right time to pursue this initiative this past offseason. European leagues have taken advantage of partnerships like this for years. As a young and viable league, the WNBA saw this as the perfect time to become first major professional basketball league in the U.S. to offer this type of opportunity to its partners.

#### **What other markets will LifeLock activate in and what does it include?**

This partnership will feature activities in all 13 WNBA markets and include complimentary one-year memberships for all WNBA season ticket holders as well as a special discounted offer for all WNBA fans. LifeLock is providing all WNBA fans 10% off every new adult membership and with that, one complimentary LifeLock membership for a child in the family as long as the adult membership is active.

#### **How big of a crime is identity theft?**

According to the Federal Trade Commission's 2008 report on identity theft, there was a 21% increase in the number of consumer complaints filed to the FTC regarding identity theft from 2007 to 2008. The same report shows that Americans spent \$1.8 billion as a result of identity theft and fraud in 2008.

#### **What does identity theft mean to WNBA fans?**

Women make-up 60% of all WNBA fans. Women are 26% more likely than men to become victims of identity theft, according to a recent report by the fraud tracking firm Javelin Research. This report shows that while 3.8% of men had their banking details stolen and abused in the last year, 4.8% of women were victims of the same crime.

**What markets are WNBA fans most affected by identity theft?**

The WNBA has seven teams located in the top ten states for identity theft. The Phoenix Mercury (Arizona #1), Los Angeles Sparks, Sacramento Monarchs (California #2), San Antonio Silver Stars (Texas #4), New York Liberty (New York #6), Atlanta Dream (Georgia #7) and the Chicago Sky (Illinois #8).

**How are WNBA fans at risk for identity theft?**

- Lost wallets, pickpockets, scammers.
- Responding to illegitimate e-mails.
- Disposing of personal data without shredding documents.

**How do I sign up for LifeLock?**

Consumers can sign up for LifeLock by visiting [www.lifelock.com](http://www.lifelock.com) or by calling 1-800-LIFELOCK. All WNBA fans can receive 10% off every new adult membership and with that, one complimentary LifeLock membership for a child in the family as long as the adult membership is active.

-[phoenixmercury.com](http://phoenixmercury.com)-