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**NATIONAL CYBER SECURITY ALLIANCE ASKS CONSUMERS AND BUSINESSES
TO
“ROLL BACK THE CLOCKS”**

WASHINGTON, DC- October 23, 2003 As Americans move back their clocks on October 26th, the Stay Safe Online Campaign designates this day as National Cyber Security Day to promote cyber security and protection practices among all Internet users. The National Cyber Security Alliance applauds those in industry and government working together to encourage consumers to conduct regular checks of their computer security.

“The Internet plays an essential role in today’s economy and society,” commented Bob Liscouski, the Assistant Secretary for Infrastructure Protection for the Department of Homeland Security. “By constantly being aware of new threats, each of us can protect our own information and help prevent the spread of viruses and code harmful to the Internet. By taking simple precautions like using virus protection software daily, consumers aid in our nation’s homeland defense.”

“Keeping your computer, your personal information, and your children safe is something every American should take seriously,” says Orson Swindle, Commissioner of the Federal Trade Commission. “Just as consumers remember to lock their doors, they also need to remember to secure their computers.”

“To ensure success in the area of online security, all consumers must play a role and take a moment to re-evaluate the security of their own personal computers,” stated Chief Trust Officer of America Online, Tatiana Gau. “We will continue to work with consumers to give them the tools and the knowledge that they need to protect themselves. And we applaud the Department of Homeland Security’s efforts with the Alliance to minimize threats to our cyber security through education and awareness.”

Cyber vulnerabilities often result from stolen identities. “Our heritage has always been to be an active and responsible member of the community; and to help ensure the security, safety and protection of our customers and local communities we serve,” said U.S. Postal Service Consumer Advocate, Francia Smith. “We are making every effort to provide Postal Service customers with information that will help them guard against ‘cyber attacks’ and identity theft.”

The impact of ID theft can be very personal. “I experienced first hand the impact of a cyber attack,” Jayne Hitchcock author and cyber stalker victim, stated. “My personal life and business was greatly affected. Remember, it can happen to you, but you can take protective measures to secure you business, family and home.”

“From spam to spyware, and from peer-to-peer networks to wireless devices, bad actors are turning to these new cyber tactics and technologies to further threaten consumers and small

businesses," said Tracy Hulver, Director of Product Management for McAfee Security. "McAfee Security joins our colleagues in the National Cyber Security Alliance in our collaborative on going efforts to provide users with a safe on-line experience."

"Cyber security outreach and awareness must be a priority for both the private sector and government," said Congressman Mac Thornberry, Chairman of Homeland Security Subcommittee for Cyber security. "What we often forget is that in cyberspace, we depend on each other in ways that are not well defined. No one can do this alone, and we must all start with an awareness of cyber security."

To help many small businesses that may lack the time or technology to tackle cyber security on their own, many helpful tools are available. "Business owners never think twice about securing their physical facilities against intruders. They need to go one step deeper and secure the safety of their information files," said Ken Hunter, president and CEO of the Council of Better Business Bureaus. "If they don't take protective measures, they leave employees, customers and their business reputation vulnerable to a silent, yet very successful intruder: the identity thief. We are pleased to join in the effort to heighten awareness for cyber security."

"HP joins the Department of Homeland Security and the National Cyber Security Alliance in its efforts to support the country's security needs and to set the example for other businesses to follow," said Barb Lawler, HP Chief Privacy Officer. "The number one way to prevent identity theft is to protect the personal information of customers, employees, and yourself. Today, and every day, we urge small and medium business owners to get more for their business by preventing identity theft."

Cyber safety needs to be part of the entire education process. "Learning skills associated with safe and secure computer and Internet use must now be part of what we teach every child who uses a computer," said Jim Teicher, Executive Director of CyberSmart! "Twenty-first century education and citizenship demands twenty-first century skills. Children must be taught how to be safe, responsible, and effective technology users, and education is the way."

About the National Cyber Security Alliance:

The National Cyber Security Alliance is a cooperative effort between industry and government organizations to foster awareness of cyber security through educational outreach and public awareness. For more information on the Alliance or the Stay Safe Online Campaign, please call Keith Nahigian at 703-567-6996, or visit our site <http://staysafeonline.info>

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