

**LIFELOCK**  
**:60 RADIO "PRICES"**

MUSIC UP AND UNDER

**WOMAN:** (LISTS THE PRICE OF THINGS IN A MONOTONE FASHION)  
The four and a half dollar latte... The ten and a half dollar movie ticket...The 45 dollar haircut...The two dollar bottle of flavored water...100 dollar designer jeans...

**ANNCR:** Whoever said "money is no object" must have been talking about what people are willing to pay for stuff these days. Because a lot of people seem to have no end to their willingness to pay a few extra bucks when it comes to treating good old number one.

**WOMAN:** The 12 dollar salad....The eight dollar WIFI connection...The three dollar energy drink.

**ANNCR:** Except when it comes to protecting their identity. For some reason, people think nothing of dropping a few extra bucks on all kinds of stuff but don't take a moment to think about how easy it is to protect themselves and the money they use to buy all that stuff in the first place with LifeLock.

**WOMAN:** The three hundred dollar smart phone....11 dollar a month smart phone insurance plan....

**ANNCR:** For under ten dollars a month, LifeLock can help protect you from being one in three people every year who fall victim to identity theft-the crime where someone pretends to be you and opens a credit card in your name, drains your bank account or retirement account, or even buys things using the equity in your home.

**WOMAN:** The 150 dollar pair of athletic shoes.

**ANNCR:** Of course, no one can completely protect you from identity protection, but, at LifeLock, we work relentlessly to protect your identity and restore it if anything should ever happen to it. Plus reimburse you for money lost.

**WOMAN:** The thirty dollar a month gym membership you never use.

**ANNCR:** So spoil yourself with a low cost pleasure that might just save you a whole lot of money and grief. Call 1-800- LIFELOCK or go to LifeLock.com. And keep those four and a half dollar lattes and two dollar bottles of flavored water coming.