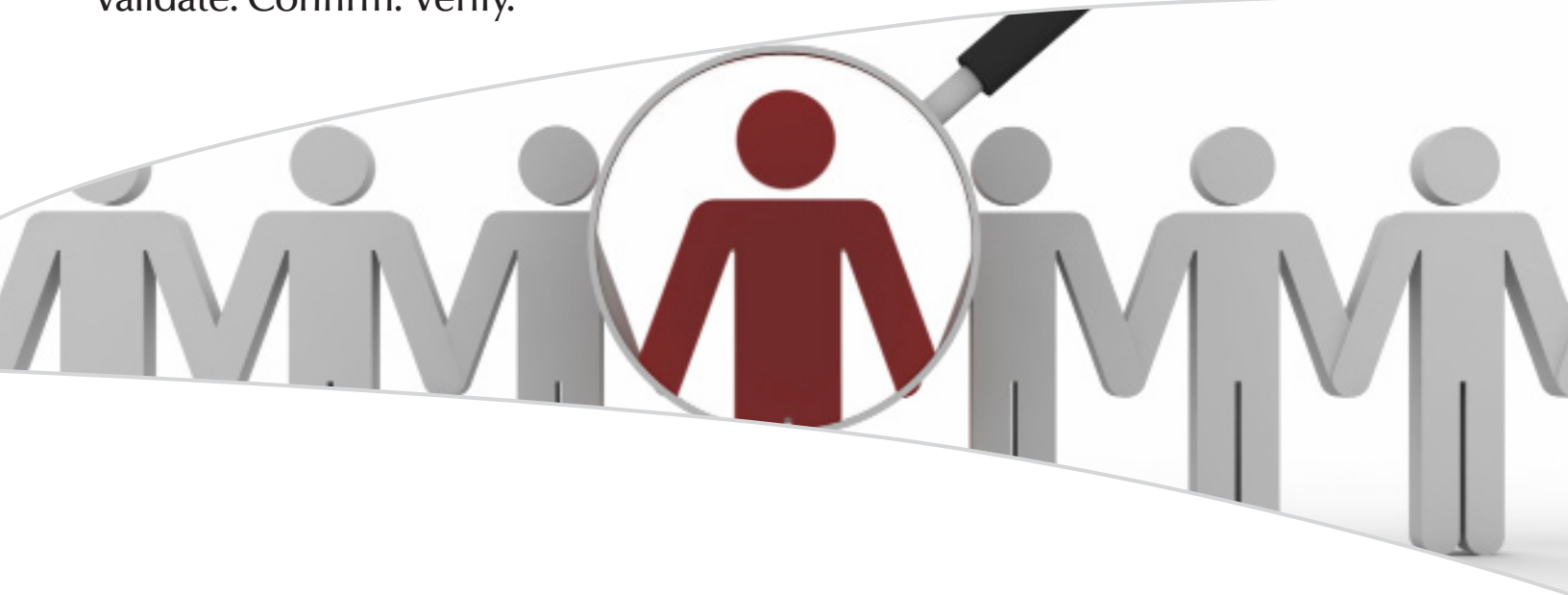


LexisNexis® Instant Age Verify

Validate. Confirm. Verify.



In today's ever-changing world, companies are using many different methods to conduct business and reach an increasing number of customers.

When online, telephonic and in-person transactions involve products and services that legally require the purchaser or user to be of a specific age, companies must perform the appropriate due diligence in order to verify identities and ages—regardless of the manner in which the purchases are made.

Accept Orders with Confidence

While the Internet can be a great source of revenue for companies, it can also pose additional risk—simply because online and face-to-face transactions must be validated in different ways. The importance of verifying an individual's age cannot be understated when it comes to the sale of products that are intended only for adult consumption. Companies cannot afford to make a mistake when selling such products. Equally important, when creating an online community—such as a dating or dieting site—companies must ensure that the Website's users are legally able to access those services, in order to protect the audiences served by such sites.

LexisNexis® Instant Age Verify Solutions can help solve an age verification problem. Using one of the largest databases of consumer information, we use proprietary match logic algorithms and multiple data elements to confirm the consumer's identity and determine age.

How Does LexisNexis® Instant Age Verify Work?

Consumer places an order or requests information online.

Customer name, address and basic information are sent to LexisNexis® Risk Solutions, either in real-time via XML system-to-system interface or via daily, hourly or customized batch.

LexisNexis® Risk Solutions compares consumer information to more than 20 billion records of data with information on U.S. residents from 500 sources, including government-issued IDs.

Proprietary match logic allows for fuzzy matching on misspelled names or addresses, nicknames, partial names and more.

Let LexisNexis® Risk Solutions be Your Solution for Trusted, Reliable Age Verification That Helps—Not Hinders—Your Business Process

- Since 2003, LexisNexis Instant Age Verify processed more than 51 million age verification requests.
- We manage all databases internally, providing greater security and confidence.
- Our solutions work with virtually any system and our proven technology is available 24 hours a day, seven days a week.
- We offer flexible product options, allowing you to choose XML for real-time results or batch for convenience.
- Our implementation and training teams have vast experience in Instant Age Verify solutions.

Call 800.342.5339 or visit lexisnexis.com/instantageverify

About LexisNexis®

LexisNexis® is a leading global provider of content-enabled workflow solutions designed specifically for professionals in the legal, risk management, corporate, government, law enforcement, accounting, and academic markets. LexisNexis originally pioneered online information with its Lexis® and Nexis® services. A member of Reed Elsevier, LexisNexis serves customers in more than 100 countries with more than 18,000 employees worldwide.

About LexisNexis® Risk Solutions

LexisNexis® Risk Solutions is the leader in providing essential information that helps advance industry and society. Building on the legacy of proven LexisNexis® services from the past 30 years, our cutting-edge technology, unique data and advanced scoring analytics provide total solutions that address evolving client needs in the risk sector while upholding high standards of security and privacy. LexisNexis Risk Solutions serves commercial organizations and government agencies and is comprised of several affiliated corporations, each offering premier customer-focused solutions. For more information, visit lexisnexis.com/risk.

LexisNexis® Instant Age Verify Solutions Can be Used by Many Types of Businesses to Quickly and Easily Confirm an Individual's Age:

- Manufacturers of age-restricted products, such as alcohol, tobacco and firearms.
- Fulfillment firms that ship or deliver age-restricted products.
- Internet businesses such as dieting sites or dating services.
- Firms that manage membership clubs for Internet businesses or products which have age requirements.



LexisNexis Instant Age Verify Solutions does not constitute a "consumer report" as that term is defined in the federal Fair Credit Reporting Act, 15 USC 1681 et seq. (FCRA). Accordingly, LexisNexis Instant Age Verify Solutions may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another permissible purpose under the FCRA. Due to the nature of the origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified. LexisNexis, Lexis, Nexis and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. Copyright © 2010 LexisNexis Risk Solutions. All rights reserved. NXR01314-1 0410