



ID Watchdog Names Dennis Taibl Vice President of Sales (AUDIO ENCLOSED)

New Appointment Brings Over 20 Years of Experience in Managing National Sales Teams and Partner Networks

DENVER, CO January 18, 2010 — ID Watchdog, Inc. (TSX.V: IDW) (OTCQX: IDWAF), which provides acclaimed consumer-facing identity theft protection and resolution services, announced today the appointment of Dennis Taibl to the position of Vice President of Sales. Working out of the Company's Denver headquarters Taibl is charged with leading the internal sales team toward continued growth in the area of business development.

Taibl brings to ID Watchdog more than 20 years of experience in managing national sales teams and partner networks. Most recently, Taibl served as Vice President of Sales for Systemation, a project management consulting company that provides training and business analysis to individuals and entire organizations. Under Taibl's management the company became established as a leader in three major market segments and he led the implementation of a successful international alliance network.

IDW Watchdog President & COO Daniel Mohan says Dennis Taibl is an invaluable addition to the IDW team;

Click URL or copy and paste URL to hear audio:

<http://easylink.playstream.com/thenewswireca/progressive/IDW4.mp3?dl=true>

Prior to his tenure at Systemation, Taibl served as the Vice President of Sales for two successful technology start-up companies, Certpoint and Generation 21, in addition to a consumer product brokerage company, Bonacker & Leigh. Taibl received his Bachelor's degree from Purdue University in Indiana, followed by a Master's in Business from New York University.

About ID Watchdog, Inc.

Headquartered in Denver, ID Watchdog is the only identity theft detection and resolution company that provides patent-pending, three-tiered comprehensive monitoring, detection and resolution for identity theft. Unlike its competitors, ID Watchdog proactively detects identity theft problems at their source. Developed with the assistance of national consumer advocacy groups; the U.S. Postal Service; federal, state and local law enforcement

agencies, and state and local Attorneys General, ID Watchdog's service is focused on detecting the source of identity theft problems as early as possible, in as many places as possible, and taking immediate corrective action on behalf of the consumer.

For comprehensive investor relations material, including fact sheets, research reports, interviews and video (when available), please follow the appropriate link:

[Investor Community](#), [Investor Relations Portal](#), and [Corporate Overview Video](#)

For additional information, please visit ID Watchdog's corporate website:

www.IDwatchdog.com.

Forward-Looking Statement

This news release includes certain "forward-looking statements" within the meaning of the United States Private Securities Litigation Reform Act of 1995 which address future events and conditions which are subject to various risks and uncertainties. The actual results could differ materially from those anticipated in such forward-looking statements as a result of numerous factors, some of which may be beyond the Company's control. Although the Company believes that its expectations reflected in these forward-looking statements are reasonable, no assurance can be given that actual results will be consistent with these forward-looking statements. Important factors that could cause actual results to differ from these forward-looking statements are disclosed in the company's filings with Canadian regulators at www.sedar.com. ID Watchdog assumes no obligation to update the forward-looking statements of management beliefs, opinions, projections, or other factors should they change.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

To hear an extended interview about ID Watchdog with Justin Yurek, Senior Vice President of Investor Relations, please click URL below or copy and paste URL:

<http://easylink.playstream.com/thenewswireca/progressive/apsradio1.mp3?dl=true>

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