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ID Insight Founder and President Adam Elliott Named 2010 Minnesotan on the Move

NORTHFIELD, MINN. (May 13, 2010) — ID Insight founder and president Adam Elliott has been named a 2010 Minnesotan on the Move by *Finance and Commerce*. Elliott was honored during an awards event on April 29, and featured in *Finance and Commerce* about his success in building ID Insight, a data and analytics company providing solutions to help financial institutions prevent identity theft, and recently developing BroadBand Scout, the first national database of broadband connectivity and usage. Elliott is one of 38 entrepreneurs and business leaders to receive the award and was selected from more than 100 nominees. According to *Finance and Commerce*, the Minnesotans on the Move awards were created to “cast an eye on the future of Minnesota’s business landscape by choosing a group of business people who has what it takes to gain great prominence in their field.”

“I’m honored to be included in such a prestigious group of Minnesota’s up-and-coming business leaders,” says Elliott. “Thanks to our dedicated team, growing base of loyal clients, and cutting-edge approach to gathering and applying data and analytics, we look forward to continued growth not only of our company but also of the organizations and industries we serve.”

About ID Insight

Northfield, Minn.-based ID Insight, the innovator in Access-Point Intelligence, combines its massive collection of data on people and access points with patent-pending analytics to help companies research new markets, prevent fraud, reduce costs and capture more business. ID Insight provides next-generation market research, verification, authentication, and fraud solutions to financial services companies, credit issuers, retailers, online merchants and broadband providers nationwide. For more information, visit www.IDInsight.com.

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