



June 10, 2013

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FoundIt! is now Found ID

Seattle, WA – The lost and found identification service FoundIt! has officially changed their name to Found ID. “Found ID is really the perfect description of our service, since our foundation is a unique ID our members use to identify their most important items,” said Marketing Director Katie Bandstra.

Peter Nickerson, President and CEO of Found ID, Inc. said, “The name change also makes sense from a marketing perspective because the FoundIt name-space has become quite crowded the past few years.” Since FoundIt!’s public web launch, at least three other companies have entered the space with similar names, adding to possible brand confusion. “We made the business decision to focus on our service and customers instead of on others in the marketplace,” Peter added.

Members with existing FoundIt! labels and tags don’t need to worry about any service interruption. FoundIt.net will automatically forward to the new url FoundID.com. “Our members won’t notice a change in their service. Their unique IDs are still active and working. “Go ahead, test it out!” said Katie.

FoundIt! has been providing their lost and found ID service for consumers for almost three years and this spring expanded their offerings to loyalty programs, memberships, travel groups, company giveaways and employee benefit programs by white-labeling their ID service. “We found that our members were the ones who saw our labels and tags the most and it dawned on us that this is a great branding opportunity,” said Katie, “Nothing else can get you total, real life brand infiltration into your customers’ every day lives.” To learn more about Found ID for business, visit FoundID.com/Enterprise.

Found ID is a lost and found ID service that allows their members to uniquely identify their possessions without revealing their personal information. When found, the finder simply enters the Found ID into the secure system. The member instantly receives a text and email with the finder’s contact info and/or message. Founded by a professor in 2010, Found ID is based in research and has a 92% return rate. Found ID world headquarters are in Seattle, WA.

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