

**For Immediate Release**



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## **The Loss Prevention Foundation and Iverify Team Up To Advance Certification Initiative**

LPF's newest Masters level partner commits to certifying every Iverify associate monitoring retail locations

**Charlotte, NC (Feb.26, 2010)** — The Loss Prevention Foundation and Iverify recently signed an agreement that will certify every Iverify associate monitoring a retail establishment as LPQualified. With nearly 200 associates to certify, Iverify has also received status as an official LPQualified (LPQ) and LPCertified (LPC) testing facility to administer both proctored examinations.

"As the newest Masters level partner, Iverify has demonstrated its significant commitment to the loss prevention industry," said Gene Smith, President of The Loss Prevention Foundation. "Iverify's leadership understands the value of investing in education not only for the personal and professional growth of their associates, but in terms of elevating the entire industry through learning."

"It is very important to Iverify as a company to support the mission of the Foundation," said Mike May, President and Chief Executive Officer of Iverify. "We believe that LPQ and LPC certification is rapidly becoming the benchmark for our industry to illustrate a broad knowledge of both loss prevention and strong business acumen. We definitely want to equip our associates with the most comprehensive knowledge to provide an outstanding return for our retail clients."

"Iverify's involvement with the LPQ certification demonstrates our belief in the importance of professional development and ongoing training for employees, both to improve performance and to increase job satisfaction for our staff," said Angela Hardison, EVP Operations and Human Resources. "In the current economic climate, it is vitally important that we have a highly trained and motivated staff in order to drive client satisfaction. Along with the Loss Prevention Qualification, our recent commitment to creating Training, Performance Development and Quality departments within Iverify will bring more value to the business, create standards of excellence and help us to operate more efficiently."

The LPQ certification is designed to be a benchmark educational program for both entry level and individuals already within the profession, while the LPC is designed as advanced education for loss prevention professionals interested in career advancement.

### **About Iverify**

Iverify is an innovative security company that lives and breathes the protection of people so that they have safe places to shop and work. From its state-of-the-art audio and video monitoring center, called The "I", Iverify uses breakthrough surveillance technologies that put virtual eyes, ears and voice commands in every corner of a business. Specially-trained Protection Specialists actively monitor local, regional and national locations to reduce loss from internal theft, shoplifting and robbery, creating more secure environments, safer, more productive employees, and stronger, more profitable businesses.

### **About The Loss Prevention Foundation**

The Loss Prevention Foundation is a not-for-profit 501 c (6) organization founded in 2006 by industry leading professionals to serve the loss prevention industry. Our mission is to advance the profession by providing relevant, convenient and challenging educational resources. We support this mission through a variety of ever-expanding initiatives, including two certification programs, on-line educational resources, a career-oriented membership program, student scholarships and a college and university program.

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