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New FRAUDCAST Technology Will Alert Canadians to Scams Happening in their own Community

BBB, Capital One, and Fraud Squad TV launch a grass-roots effort to fight fraud

Toronto, ON (March 3, 2009) – In conjunction with Fraud Prevention Month, the Better Business Bureau (BBB), Capital One Canada, and Fraud Squad TV have launched a new concept in Web TV that will broadcast weekly *Fraudcasts* from each of the 14 BBBs across the country. These innovative *Fraudcasts* can be viewed online at Fraudcast.ca, and will also feature interviews with real victims of fraud from local communities across the country. This grass-roots effort will empower Canadians with information, helping them to avoid local scams and enabling them to alert friends and family of fraudulent activities happening in their community.

"Fraudcast.ca promises to be a comprehensive source of news and advice on fraud and identity theft protection," said Bill Cilluffo, president, Capital One Canada. "At Capital One, we understand the power of information when it comes to this type of crime, and this new website aims to help Canadians stay one step ahead of the fraudsters."

Fraudcast.ca is an interactive and user-friendly website that also features one of the most robust fraud libraries on the internet.

"With one of the most far-reaching fraud libraries I have ever come across, I am confident Fraudcast.ca will teach Canadians everything they need to know about fraud," said Craig Hannaford, retired RCMP Fraud Investigator and Executive Consultant of Fraud Squad TV. "That information, coupled with our weekly news updates, will equip people with the facts they need to detect these crimes and protect themselves and their families."

Fraudcast.ca will also enable Canadians to share their fraud stories by submitting comments or videos so others can learn from their experience. The website will have experts available to answer fraud-related questions and provide the latest fraud and identity theft prevention techniques for Fraudcast.ca viewers.

"The BBB has long been a trusted source for Canadians in identifying fraudulent business practices," said Doug Simpson, president and CEO, Canadian Council of Better Business Bureaus. "Our partnership with Capital One Canada and Fraud Squad TV has enabled us to take this service to the next level by offering a new and innovative way to keep people informed of recent scams in their area. Fraudcast.ca and the updated *Fraudcasts* give our regional offices a new tool to help Canadians in their fight against fraud."



BBB, Capital One Canada and Fraud Squad TV are all members of the National Fraud Prevention Forum, and share a common commitment to prevent fraud by educating Canadians.

For more information, please visit www.fraudcast.ca. To view the launch of Fraudcast.ca via webcast, please visit <http://w.on24.com/r.htm?e=136921&s=1&k=326F5586A36FE8722333DC90C33F9C4B>.

About Capital One

Located in Toronto, Ontario, Capital One has offered Canadian consumers a range of competitive MasterCard® credit cards since 1996, when the company first introduced the Platinum MasterCard® in Canada. Capital One Canada is a division of Capital One Bank, a subsidiary of Capital One Financial Corporation of McLean, Virginia (NYSE: COF). Capital One is committed to educating consumers about preventing identify theft and fraud, and is a proud member of the Canadian Fraud Prevention Forum.

About the Canadian Council of Better Business Bureaus

The Canadian Council of Better Business Bureaus (CCBBB), established in June of 1966, is the coordinating and licensing body of the Better Business Bureau (BBB) system in Canada. The BBB is a not-for-profit, public service organization with 14 local Bureaus across Canada. For over 75 years the BBB has championed trust and ethical business practices in Canada through rigorous evaluation of businesses against objective standards, unbiased reliability reports, impartial dispute resolution services and educational programs for businesses and consumers alike. Last year Canadian BBBs provided consumers with over 2.3 million company Reliability Reports and helped resolve over 14,000 complaints. The Better Business Bureau is unique because of its position of neutrality and its outstanding history of service. Visit the Better Business Bureau at www.bbb.org.

About Fraud Squad TV

Fraud Squad TV is a first-of-its-kind program that effectively brings fraud awareness and prevention to mass media to increase the awareness of Canadians to this growing crime. It has been developed with the support of law enforcement, government agencies and private sector corporations. Stories and information for the series come from the Royal Canadian Mounted Police, Toronto Police Services, Federal Bureau of Investigation and the Coalition Against Insurance Fraud, to name a few. In addition to the show, a fully integrated website, www.fraudsquadtv.com, provides a comprehensive library of fraud information as well as a Blog, Breaking News and the world's first Fraudcasts to inform the public of the most current frauds being perpetrated in their area.

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