



Contact: Jackie Liu
The Pollack PR Marketing Group
310-556-4443
jliu@ppmgcorp.com

LEGALSHIELD PROMOTES DAVID COFFEY TO CHIEF DIGITAL OFFICER

ADA, OKLAHOMA (November 14, 2016)—LegalShield, one of North America’s leading providers of affordable legal plans and identity theft solutions for individuals, families and small businesses, announced today that it has promoted David Coffey to Senior Vice President, Chief Digital Officer, effective immediately. Coffey was formerly the Chief Media Director. He will continue to report directly to LegalShield CEO Jeff Bell.

In his new role, Coffey will oversee the expansion of LegalShield’s online marketing, including email marketing, as well as the company’s corporate communications. His promotion comes at a time when LegalShield is engaged in significant expansion of its product offerings. In 2016, LegalShield will launch more than a dozen new or enhanced products and services to help meet the growing needs of consumers and business owners, including trustworthy, reliable access to legal and identity-protection services, among others.

Coffey is an award-winning new-media pioneer with more than 23 years of experience in the media and marketing fields. His past client roster includes Allstate, Chrysler, Charles Schwab, Edward Jones, HBO, Citibank and the Department of Homeland Security. Prior to joining LegalShield, Coffey was the Vice President of Marketing and IT of vRide, a TPG Growth portfolio company, where he oversaw the development of revenue marketing and IT development.

He also served as president of The Coffey Group, a marketing and media consulting practice. His clients included NBCUniversal’s hit television show “The Biggest Loser”; Meredith Corporation’s Hyperfactory; high-profile national marketing agencies, including Engauge, Mr. Youth and StrikeForce Communications; and numerous private equity and venture capital firms, including TPG Growth Fund and NCT Ventures. Coffey has also held leadership roles as Senior Partner, Director for Neo@Ogilvy; Global Director of Media Services at Sapient; and Director at PHD iQ, a division of Omnicom Media Group.

He has served on the Advanced Television Committee of the American Association of Advertising Agencies (AAAA), as well as DoubleClick's Client Advisory Board and the Audit Bureau of Circulation's Interactive Committee. He was named *MediaWeek's* "All Star for New Media" in 1998.

LegalShield has provided legal protection to millions of people for 44 years and has provided identity-theft protection for 13 years. IDShield is one of the only identity theft products that offers complete monitoring and restoration in the case of identity theft. The company's legal and identity theft plans cover more than 1.6 million families and serve more than 4.1 million people across North America. More than 141,000 companies offer the LegalShield and/or IDShield plans to their employees as a voluntary or fringe benefit.

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About LegalShield

LegalShield is one of the North America's leading providers of legal safeguards for individuals, families and small businesses. The company also offers one of the industry's most affordable and comprehensive identity theft plans, IDShield. LegalShield plans provide protection to more than 4.1 million individuals, and IDShield provides identity monitoring and restoration services to more than one million individuals across North America. More than 141,000 companies offer LegalShield and IDShield plans to their employees as a voluntary benefit.

For as low as \$20 per month, LegalShield members get access to attorneys with an average of 19 years of experience in areas such as family matters, estate planning, financial and business issues, consumer protection, tax, real estate, benefits disputes and auto/driving issues. Unlike other legal plans or do-it-yourself websites, LegalShield has dedicated law firms in 49 states and four provinces in Canada that members can call for help without having to worry about high hourly rates.

For more information,
visit <http://www.LegalShield.com> or <http://www.IDShield.com>
