



SIRN Release Distribution - 8/16/2007 AM

E-mail Subject: New Data Security Breach Notification Service

E-mail Body: FIRST ADVANTAGE MEMBERSHIP SERVICES INTRODUCES SECURITY INCIDENT RESPONSE NOTIFICATION

–Ensures Rapid, Professional Response to Consumer Data Security Breaches–

POWAY, Calif., Aug. 16, 2007—First Advantage Membership Services, a wholly owned subsidiary of First Advantage Corporation (NASDAQ: FADV), today announced the launch of Security Incident Response Notification (SIRN), a service that assists organizations in preparing for the series of events and activities that will transpire in the instance of a consumer data security breach. SIRN delivers rapid consumer notification and assistance to minimize the repercussions of a security breach.

Since 2005, over 200 organizations have reported data security breaches involving more than 150 million individuals in the United States. To help protect consumers, various state laws have been enacted requiring specific notification processes and establishing penalties for non-compliance. First Advantage's SIRN service has been developed to help businesses effectively prepare to respond to these security incidents, minimizing the impact on their consumers and their businesses.

“For over a decade, First Advantage Membership Services has delivered credit reports, scores and monitoring services to consumers directly and through joint marketing partnerships with major corporations,” said Mary Siegrist, president of the First Advantage subsidiary. “We are pleased to offer these services as part of our comprehensive SIRN program to address the needs of businesses and institutions that face the risk of unauthorized access to their consumer databases.”

Should a consumer data breach occur, First Advantage Membership Services will print and send the organization's customized notification letters to consumers within 48 hours. Through SIRN, the affected business can choose to offer any of a variety of credit reporting and monitoring packages to help consumers detect fraudulent activities attributable to identity theft. First Advantage's team of Fair Credit Reporting Act trained representatives will be scripted and ready to handle all of the consumer calls. The representatives will be able to answer questions pertaining to the breach based on the information provided by the client, credit reports, monitoring reports, fraud and identity theft via a toll-free telephone number dedicated to the client company. First Advantage Membership Services will enroll consumers in the selected credit reporting and monitoring services and support these services throughout the chosen enrollment period.

Additional services offered as part of SIRN to help businesses address a data security breach include a consumer address location service, a Web site hub for each hosted business and customized secured Web sites for consumers to acquire further information on a specific data security breach based on the information provided by the organization.

About First Advantage

First Advantage Membership Services offers success-proven, turnkey programs for financial services businesses, consumer credit monitoring and home comparable services, as well as solutions for customer retention and membership-based products. First Advantage Membership Services is a wholly-owned subsidiary of First Advantage Corporation.

First Advantage Corporation (NASDAQ: FADV) combines industry expertise with information to create products and services that organizations worldwide use to make smarter business decisions. First Advantage is a leading provider of consumer credit information in the automotive, mortgage and specialty finance markets; business credit information in the transportation industry; lead generation services; motor vehicle record reports; supply chain security consulting; employment background verifications; occupational health services; applicant tracking systems; recruiting solutions; skills and behavioral assessments; business tax consulting services; insurance fraud, corporate and litigation investigations; surveillance; computer forensics; electronic discovery; data recovery; due diligence reporting; resident screening; property management software; renters insurance and consumer location services. First Advantage ranks among the top companies in all of its major business lines. First Advantage is headquartered in St. Petersburg, Fla., and has more than 4,700 employees in offices throughout the United States and abroad. More information about First Advantage can be found at www.FADV.com.

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