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Website: <http://www.asaplocksafes.com/locksmith-scammers-likely-targeting-woman.htm>  
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Subject: **Locksmith Company bets on Pinterest...to help protect Women.**

#### **Press Release**

#### **Locksmith Company bets on Pinterest...to help protect Women.**

ASAP Lock & Safe (aka ASAP Locksmith) has published a study in its website entitled "Locksmith Scammers Likely Targeting Woman?" and it's betting Pinterest, the popular social media network, will be a hotbed for its dissemination.

The Locksmith Scam which has been affecting the United States since the early 2000's and intensified at the turn of the decade, is a bait and switch pricing scheme that targets lockout victims in distress in order to overcharge them. A common tactic is to misleadingly inform the consumer that their lock can't be picked and that it has to be replaced completely for a much higher price than originally quoted, in many cases up to 300% more. After a long wait and feeling intimidated the consumer pays the fee wanting to get the situation over and done with.

"Since the advent of the Locksmith Scam we have always been aware and concerned about the fact that most of the victims we see affected are woman, not only the ones reported on the news, but many phone calls from victims we have received in our offices as well", says Moises Szarf, the Online Marketing Manager for the company. "That is why we have made an effort to facilitate the sharing of our research within Pinterest, because we know it is hugely popular with Women."

According the recently published Study, the percentage of women that fall victim to the Locksmith Scam is significantly higher than men. Within a sample of 43 News Reports gathered from different sources around the web, spanning 7 years and many different cities, 74% of the reported victims were woman. "We have 2 goals with this effort; the 1<sup>st</sup> one is to call the attention of authorities like the BBB (Better Business Bureau) as they might be able to present further statistics on the gender of Locksmith Scam victims. The 2<sup>nd</sup> one which we see as more important is to immediately take steps to protect women of all ages and we think the Pinterest network is an ideal platform to reach them".

"Locksmith Scammers Likely Targeting Woman?" can be found on ASAP Lock & Safe's website where it can also be downloaded as a PDF document. "We made it a point to create a specific page to show our study and placed Pinterest buttons really visible to make it easy to share".

You can read the whole study and download it at ASAP Lock & Safe's website, here:  
<http://www.asaplocksafes.com/locksmith-scammers-likely-targeting-woman.htm>

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