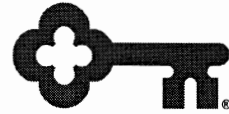


News



KeyCorp
127 Public Square
Cleveland, OH 44114

CONTACT: **Cindy Spitz**
KeyBank
216-689-5640
Cindy_L_Spitz@keybank.com

KEY MEDIA
NEWSROOM: **www.Key.com/newsroom**

FOR IMMEDIATE RELEASE

KEYBANK EXPANDS IDENTITY THEFT PROTECTION

CLEVELAND, August 20, 2005 – Identity theft strikes one in 20 Americans and many of them will face an uphill battle trying to restore their identities.

“A recent survey shows that ID theft victims spend an average of 81 hours to reclaim their identities,” says Martin Webb, vice president, Retail Insurance, at Cleveland-based KeyBank (NYSE:KEY). “What’s more, ID theft victims don’t know where to get help to recover their identities.”

The survey, conducted by Nationwide Mutual Insurance Co., also revealed that 28 percent of ID theft victims spend an average of more than a year attempting to reclaim their identities.

“Key understands that ID theft victims are under a lot of stress. On top of that, it is extraordinarily difficult for victims to restore their good name and the good credit they have built over a lifetime,” says Webb. “That’s why Key is presenting a new solution --- Privacy Matters ---- that provides four tiers of protection for consumers against the growing crime of ID theft.”

Privacy Matters is provided to Key clients by Coverdell, a third-party provider and leader in ID theft solutions. All membership data is maintained by Coverdell.

The four tiers of protection include ID theft prevention, detection, restoration and protection.

In addition to helping consumers prevent and detect ID theft, the ID theft restoration will reduce the time needed to notify multiple credit card carriers. What’s more, consumers will have access to an experienced, licensed investigator assigned to restore a client’s identity and credit record.

“The licensed investigator will provide professional guidance to ease the burden and speed up the process of restoring a client’s identity,” Webb says.

Privacy Matters offers these ID theft protection benefits for consumers:

Identity Theft Prevention – firewall and antivirus software from Panda, a world leader in security software development, and a personal document shredder to help prevent identity theft from happening.

-more-

ADD ONE – KEYBANK EXPANDS IDENTITY THEFT

Identity Theft Detection – 24-hour credit monitoring with online and offline weekly fraud alerts, instant delivery of a 3-in-1 credit report with information from all three credit reporting bureaus, credit score and analysis tools and Social Security reports.

Identity Theft Restoration – credit card registration to reduce the time needed to notify multiple credit card carriers. In addition, the program’s restoration service provides access to an experienced, licensed investigator assigned to restore the member’s identity and credit record offered through Kroll, a leading risk consulting company.

Identity Theft Protection – emergency cash transferred to a credit card if an account is frozen plus a \$25,000 of Identity Theft Expense Reimbursement Insurance policy, at no extra cost through Travelers*, which provides: reimbursement of legal costs, notary and certified mailing costs, phone calls and affidavits; loan fees for declines due to fraud; and lost wages up to \$500 per week for four weeks.

KeyBank is offering the Privacy Matters program for \$9.95 per month for individuals and \$14.95 per month for an individual and spouse. Through December 31, clients who sign up for the program will receive their first 30 days of coverage for \$1, as well as a free credit report and a desktop document shredder. Registration for Privacy Matters is available online only at www.key.com/idtheftplan. For the latest information, tips and resources on ID theft prevention and detection, consumers are invited to visit the Identity Theft page at www.key.com/security.

Cleveland-based KeyCorp is one of the nation’s largest bank-based financial services companies, with assets of approximately \$91 billion. Key companies provide investment management, retail and commercial banking, consumer finance, and investment banking products and services to individuals and companies throughout the United States and, for certain businesses, internationally.

###

Note to Editors: For up-to-date company information, media contacts and facts and figures about Key lines of business, visit our Media Newsroom at Key.com/newsroom.

* Insurance is underwritten by Travelers Casualty and Surety Company of America and its property casualty affiliates, Hartford, CT 06183. Nothing stated herein affects the terms, conditions, and coverages of any insurance policy issued by Travelers, nor does it imply that coverage does or does not exist for any particular claim or type of claim under any such policy.