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AlarmWATCH Hires New Director of Sales and Marketing *Launches Marketing of Innovative Services Aimed at Small and Mid-sized Dealers*

AlarmWATCH, one of the Mid-Atlantic region's largest central monitoring facilities, has recently hired Guy Kline as its Director of Sales and Marketing. AlarmWATCH provides over 500 security dealers and over 100,000 subscribers with state-of-the-art monitoring services. The firm has steadily grown since 1990 and is gaining a reputation for its innovative line of support services that cater to the needs of small and mid-sized alarm dealers.

"We've been working very hard to bring the best monitoring technologies together with a package of support services dealers really need to maintain competitive advantage," remarks Bob Lepczyk, AlarmWATCH President. "We are delighted to have a man with the industry knowledge and experience that Guy has, to lead the expansion of our new marketing campaign."

Guy Kline's career in marketing and advertising led him to the security industry in 1993 as Director for Dynamark Security Centers, expanding the company through acquisitions to help grow the central station, DynaWatch. When Protection One acquired Dynamark/DynaWatch, he was retained as Director of Acquisitions. In 1999, he became a partner and COO with a full-line product distribution firm, First Action Security.

"For nearly 15 years, I have watched with admiration as Bob Lepczyk built a respected organization and a really stellar facility. When the opportunity arose to work together, I became very enthused to help take the company to the next level," Guy Kline explains.

Mr. Kline's first order of business will be getting to know the existing dealers that make up AlarmWATCH's customer base. "I will be contacting our customers to introduce myself and learn about their issues, ideas and concerns. We are launching an Inventory Reduction Program that will enable dealers to easily cash in their old inventory."

AlarmWATCH will be also promoting their existing services -- Online Account Management, AccountWATCH Billing and Collection Services, Invoice-driven Marketing Programs, Automated Receptionist, Account Acquisitions and Dealer Finance Services, as well as new programs for discount yard signs, product leasing programs, and lower insurance and credit card rates.

After the first of the year, AlarmWATCH will be introducing a new seminar program for dealers that will focus on best product and best practices that will be eligible for continuing education credits.

For more information about AlarmWATCH, contact Guy Kline at 866-500-8808 or guykline@alarmwatchinc.com.