



PRESS RELEASE

(For Immediate Release)

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SAFE CELEBRATES 25TH ANNIVERSARY

San Ramon, CA, August 26, 2013 --

SAFE® Security announced today that August 2013 marks the 25th anniversary of its founding.

Paul Sargenti, President and CEO of SAFE Security, comments, "I am very pleased that SAFE has reached this milestone, and proud that it is with a reputation for integrity and stability in the security industry. When SAFE was founded as Security Alarm Financing Enterprises in 1988, I envisioned success and longevity. That SAFE is positioned in the market consistently as one of the nation's largest security alarm companies is especially gratifying. He adds, "SAFE's growth has been the result of years of planning strategic acquisitions and geographic expansion, efficient vertical operations, hard work, committed partners and the dedication of employees and executive management team..

Security Alarm Financing Enterprises has come a long way from its original specialty finance company business model to that of SAFE Security which is today a full service, operating security company with over 70,000 residential and commercial customers across the US and in Canada. Executing a long term growth plan that departed from its original business model ten years ago, Sargenti created a hybrid business model that had a significantly greater operational focus. Recapitalizing SAFE Security in 2009 provided the capital needed to acquire California Security Alarms which also added a central monitoring station to SAFE's. The central station was rebranded as SAFE Monitoring Technologies (SMT) with all operations relocated in 2010 to SAFE's corporate headquarters in San Ramon, California. In the transition, SMT upgraded to new subscriber management software, and state-of-the-art hardware and communications systems capable of supporting its rapid national growth strategy. SMT has attained a Five Diamond rating, the highest awarded by the Central Station Alarm Association.

Integrating the central station into SAFE's mix of services positioned it for the launch of a robust dealer program in 2010 called the SAFE Dealer Network. Randy Perkins, SAFE's Executive Vice President and Chief Operations Officer, remarks, "The acquisition and upgrading of the monitoring station allows us to be very competitive in our national Dealer Program, offering wholesale rates for a UL listed facility to dealers in addition to account and bulk purchase options. SAFE has the capacity to work with greater numbers of dealers to help them grow with us. Reliable, stable funding remain key elements in SAFE's dealer program."

Perkins adds, "We have also enhanced our customer service and operations departments, and will continue to maintain the state of the art business systems software and communications technology for our subscriber services."

In 2003, at the time of the evolution to an operational business model, SAFE also updated its logo to a modern lighthouse. Sargenti remarks, “On our silver anniversary, the SAFE brand is commonplace in the industry. We have combined an account management discipline with operational competencies that open the door for organic growth along with our burgeoning Dealer Program.” He adds, “We have the resource infrastructure to grow organically and help dealers grow with us, with the stable, reliable funding capabilities for which we are well known.”

Founded in 1988, **SAFE Security** consistently ranks among the top 30 largest security alarm companies in the United States (Security Distributing and Marketing magazine, SDM 100, May 2013), and is one of the few fully national alarm companies with operations in 50 states, Puerto Rico and Canada. The “SAFE Companies” umbrella includes SAFE Security, a full service alarm company, Security Monitoring Technologies and California Security Alarms, Inc., a full service alarm company. SAFE’s platform includes an experienced management team, wholly-owned central monitoring station, an active Dealer Program, authorized national service provider network and the resource infrastructure to provide business and account management services, all kept current to allow for expansion in all areas. SAFE focuses on an excellence in customer service and provides a full range of services for dealers in its SAFE Dealer Network such as monitoring, billing, collections, and marketing, and has maintained a reputation for stability and integrity in the industry.