

PRESS RELEASE

(For Immediate Release)

Contact Karen McQueen, karen.mcqueen@safesecurity.com, or (800) 669-7779, ext. 4210

JESS ALVARADO JOINS SAFE SECURITY AS CFO

San Ramon, CA, August 14, 2013 --

SAFE® Security announced today that Jess Alvarado has been named SAFE's new Chief Financial Officer. Alvarado has over 15 years of finance and accounting experience, including four years with Big Four Accounting Firms.



Paul Sargenti, President and CEO of SAFE Security comments, "We are very pleased to have Jess join the SAFE executive team. His energy and background with high-growth companies are a great fit for us at this time of growth in SAFE."

Prior to joining SAFE in May 2013, Alvarado was the CFO of Marin Mountain Bikes, Inc., a prominent designer and wholesale distributor of bicycles, parts, and accessories, where he successfully positioned the company for sale to a European private equity firm in February 2012. Other notable experience includes serving as CFO for Eagle Leasing, a high-growth equipment lessor, Controller for Equitable Life Leasing Corporation (now part of GE Capital), Senior Tax Consultant with Coopers & Lybrand (now PricewaterhouseCoopers), and Auditor with Deloitte. Alvarado was a CPA in California and is a licensed attorney in California and New York. He received his J.D. from the Boalt Hall School of Law, University of California, Berkeley, and graduated cum laude from the University of California, Santa Barbara where he received his Bachelor of Arts in Business Economics. He also conducted coursework in the Haas School of Business MBA Program at the University of California, Berkeley.

SAFE, founded in 1988, acquires and provides customer account management services for security alarm monitoring contracts based upon conservative asset yield structures. As one of the leading companies involved in purchasing, funding and servicing security alarm monitoring contracts in the U.S., **SAFE**'s business model is that of a specialty finance and acquisitions company, providing top values to alarm dealers. With a national reputation for quality, SAFE provides its dealers and customers with a complete account servicing capacity and an experienced management team. **SAFE** has the resource infrastructure necessary to perform all due diligence, billing, collections and customer service functions for its vast network of security dealers. Among the nation's 12,000 security dealers, **SAFE**'s portfolio generates gross revenues that put it consistently in the top 25 U.S. alarm companies. (Security Distributing & Marketing Magazine (SDM 100) in May 2013)