



SAFE Security®
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NEWS RELEASE

(For Immediate Release)

WAYNE JORDAN JOINS SAFE SECURITY AS DIRECTOR OF DEALER DEVELOPMENT

San Ramon, CA, March 25, 2015 --

SAFE Security announced Wayne Jordan as the Director of Dealer Development. Wayne has served 11 years in the alarm industry, and another 4 years developing energy efficiency, home automation, and solar programs.

Paul Sargenti, SAFE's President and CEO, comments, "Wayne has diverse experience that encompasses every facet of the alarm business, so he understands the challenges dealers encounter in this competitive market. He will implement new training programs and develop fresh marketing strategies to grow our program and as well as support our philosophy of assisting dealers in their efforts to increase revenue and grow their companies in a way to secure their futures."



Jordan's appetite for technical knowledge began in the military and grew as he performed integral roles broadening the service areas and customer base of several technology driven companies, many of which were in the alarm industry. His industry leadership started as the Vice President of Installation and partner of a small security company, but his hands-on work ethic fostered a desire to take command of the direct sales program further developing his sales expertise.

"I'm very pleased to be a part of the SAFE Security team. We have some brilliant new offerings, such as identity theft protection and customer loyalty programs that will directly benefit our dealers by increasing customer acquisition and retention, not to mention accommodating a customer base previously out of reach through our DIY program. It's clear that SAFE offers a unique dealer program, and they've raised the bar in this industry in the best interest of their customers, dealers, and the company alike."

About SAFE Security

Founded in 1988, **SAFE Security** consistently ranks among the top 25 largest security alarm companies in the United States (Security Distributing and Marketing magazine, SDM 100, May 2014), 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, SAFE Monitoring Technologies and California Security Alarms, Inc., and Safeguard Security, both full service alarm companies. 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 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.



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