



PRESS RELEASE

(For Immediate Release)

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SAFE LAUNCHES “SAFE DEALER NETWORK” TO THE INDUSTRY

San Ramon, CA, April 6, 2012 –

Paul Sargenti, President and CEO of SAFE® Security, announced today the launch of the new SAFE DEALER NETWORK. “We now have all the elements we need to offer independent alarm dealers across the nation a unique funding and services package we believe no other alarm company can offer,” says Sargenti. “We have restructured our offering to be more attractive, and the move of our central station to our corporate headquarters has enabled us to present any and all services a dealer would need to grow.”

Jason Grelle, who joined SAFE in December as Vice President of Sales and Marketing, has structured SAFE’s programs and services to appeal to dealers who are looking for a company that can be flexible and reliable. “In addition to Bulk Acquisitions of partial or entire account bases, we also offer weekly funding in our Dealer Program,” Grelle says. “For Dealers who want to keep accounts that they produce we offer Wholesale Monitoring and Subscriber Billing at very competitive rates which we offer in conjunction with or independent of the other programs. In all cases, Dealers are met with a willing and expert SAFE team that facilitates processes to ensure an environment for mutual growth.”

Grelle adds, “Our national authorized service dealer network is also growing, affording dealers another channel for revenue. We offer marketing support and buying power to dealers, and unparalleled service to subscribers.”

The transition of SAFE’s central station from San Mateo to San Ramon California occurred in late February. Sargenti explains “This was a perfect time to upgrade monitoring and subscriber management software. We also enhanced our monitoring equipment with the most current hardware available, all the while maintaining our CSAA Five Diamond certification. We have a boundless capacity for subscriber growth.”

Sargenti further comments, “For years, we have been building a reputation as a solid and reliable funding partner and have worked very hard to position SAFE as a full service alarm company to dealers and subscribers alike. This growth has been steady, even in this challenging economic arena. We have a very experienced and committed management team, and capital sources that will help us maintain the stability for which we are known.”

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 2011.)