



FOR IMMEDIATE RELEASE

**DEFENDER DIRECT RECEIVES AMERICAN TELESERVICES ASSOCIATION
SELF REGULATORY ORGANIZATION ACCREDITATION**

INDIANAPOLIS – August 23, 2010 – Indianapolis based DEFENDER Direct, Inc. recently received accreditation from the American Teleservices Association Self Regulatory Organization (ATA-SRO). Of the accreditation, Michelle Shuster, Certified ATA-SRO Auditor and Partner with Mac Murray Petersen & Shuster, stated, “I am pleased to announce that DEFENDER Direct has become ATA-SRO Accredited. The Accreditation means that DEFENDER Direct has met all ATA-SRO Accreditation criteria and was approved by the SRO Trustees and the ATA Board of Directors. ATA Accredited companies represent the best of the best for teleservices compliance programs. Throughout the audit process DEFENDER Direct demonstrated that it has placed a high corporate priority on customer satisfaction and compliance with state and federal laws.” DEFENDER is only the 8th company worldwide to achieve this prestigious accreditation for upholding the highest standards of quality and compliance in the teleservices industry.

The ATA-SRO develops industry standards, setting ethical and professional guidelines for inbound and outbound teleservices companies. As a result of these efforts the ATA-SRO developed an accreditation process in cooperation with the Federal Trade Commission (FTC). The accreditation process involves an in-depth three step process that includes a self regulatory assessment, an independent audit, and review by the SRO Board of Trustees and ATA Board of Directors that confirm adherence to federal and state telemarketing laws and industry best practices.

Of DEFENDER’s accreditation ATA Executive Director and ATA-SRO Program Manager, Josh Scism, said, “I am quite familiar with the efforts of DEFENDER to vet and enhance their compliance protocols over the past 18 months, and have great respect for their Compliance/Ethics team. Not only had DEFENDER evidenced their outstanding [compliance] operations via ATA-SRO Accreditation, but also instituted internal policies mandating that their subagents, or “RPMs,” emulate the same degree of compliance excellence demonstrated by DEFENDER Direct. Those who utilize DEFENDER to sell their products should be proud that their BPO takes risk mitigation and ethical behavior as a serious matter and is committed to delivering these patterns of conduct.”

Ken Sponsler, VP & General Manager, of compliance consultant group, Compliance Point, said, “DEFENDER Direct's core operating principles include charitable generosity, integrity and compliant operations. It is therefore no surprise that this great company has earned ATA-SRO accreditation. Compliance at DEFENDER Direct is an integral part of everything they do as an organization. They either do it right or not at all. This is evidenced by the fact that just last year, the company terminated the relationship with nearly half of their marketing vendors who wouldn't or couldn't meet the world class standards developed by their compliance team. This program was developed from the ground up, and holding to its integrity was more important to them than the financial risk they took eliminating these vendors. CompliancePoint and PossibleNOW are proud of our association with this great company. They are truly leaders as an organization and a role model for the teleservices industry.”

DEFENDER Direct’s headquarters office and customer care office are located in Indianapolis, Ind. along with one of four sales centers. The other sales centers are located in Batesville, Ind., Cincinnati, Ohio and Newport Ky. DEFENDER also has 175 installation branch offices across the U.S. and Canada.



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DEFENDER Direct, Inc. is an authorized dealer for such prestigious brands as ADT Security Systems (www.protectyourhome.com) and DISH Network (www.enjoybettertv.com). Founded in 1998 in the spare bedroom of CEO & Founder, David Lindsey's home, DEFENDER is now recognized as the #1 ADT dealer in the country and ranks among DISH Network's Top 5 dealers in the country. DEFENDER markets, sells, and installs new products and services throughout the U.S. and Canada. For more information please visit the company website www.defenderdirect.com or call 1.800.860.0303.

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