



FOR IMMEDIATE RELEASE

**DEFENDER DIRECT, INC. AND JUNIOR ACHIEVEMENT
PARTNER TO BRING AN IMPORTANT MESSAGE TO INDIANAPOLIS STUDENTS**

INDIANAPOLIS – February 8, 2010 – In mid February 1,500 Indianapolis area students will have the opportunity to attend a special session with keynote speaker, Kevin Carroll, at the 2010 DEFENDER National Convention.

Each year at the DEFENDER National Convention, motivational speakers deliver inspirational messages to the DEFENDER masses with the end goal of promoting employee growth and self-improvement. This year DEFENDER is expanding their influence to the greater Indianapolis community with the hope of building future leaders.

DEFENDER Direct has partnered with Junior Achievement to transport students to the 2010 DEFENDER National Convention at the Wyndham Indianapolis West. Each student in attendance will receive a copy of “What’s Your Red Rubber Ball” by Kevin Carroll to take home. The convention will run from February 17-19, bringing DEFENDER employees together from across the country.

“Kevin Carroll is a very dynamic speaker whose message can reach a broad range of audiences. I am sure that the students and DEFENDER employees alike will make the most of the opportunity to learn from Kevin. As a company we are excited to spread the DEFENDER culture into the community,” said DEFENDER’s Vice President of Leadership & Development, Mike Lantz.

Kevin Carroll is the founder of Kevin Carroll Katalyst/LLC and the author of three successful books. As an author, speaker and agent for social change (a.k.a. the Katalyst), it is Kevin’s “job” to inspire businesses, organizations and individuals – from CEOs and employees of Fortune 500 companies to schoolchildren – to embrace their spirit of play and creativity to maximize their human potential and sustain more meaningful business and personal growth. His message is delivered through the story of his life and the symbolic “red rubber ball” that motivated him to reach for his dreams.

DEFENDER Direct, Inc. is an authorized dealer for such prestigious brands as ADT (www.protectyourhome.com) and Dish Network (www.enjoybettertv.com). Founded in 1998 in the spare bedroom of Chairman & CEO, 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 to homeowners 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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