



Businesses Don't Grow ... People Do!

**DEFENDER Direct Earns a Spot on 2011 InformationWeek 500
List of Top Technology Innovators Across America**

Monarch Beach, CA, Sept. 19, 2011 – DEFENDER Direct, Inc., a leader in customer acquisition for top brand name products and services that target homeowners, today announced that it made this year's InformationWeek 500, an annual listing of the nation's most innovative users of business technology. The 2011 list was revealed at the exclusive InformationWeek 500 Conference taking place at the St. Regis Monarch Beach Resort, Dana Point, CA. Their first year in this listing, DEFENDER fell within the top 200, at 194.

The company was recognized for a large scale upgrade to core critical systems, allowing the company to continue rapid growth within new and existing product lines while improving the overall customer experience and sales process. Extensive underlying infrastructure improvements included a new network and server virtualization. With the introduction of an Interactive Intelligence phone solution tightly integrated to a new custom developed CRM application, and extensive data layer improvements, data points are logged through the entire customer experience. This drove a more dynamic, directed and scripted sales process, and allows DEFENDER to continue to fine tune the process to improve our key performance indicators.

DEFENDER is known for its unique corporate culture, which emphasizes leadership and personnel development. The philosophy, "Businesses don't grow, people do," inspires creativity and innovation in its employees, who feel empowered to take chances and learn from mistakes.

"It's an honor to be recognized as one of this year's InformationWeek 500. We're proud to have earned this spot as a top innovator," said Gregg Albacete, CIO. "As a leader in our industry, and a rapidly growing company, we're constantly challenged to drive and support further market differentiation."

"For 23 years, the InformationWeek 500 has chronicled and honored the most innovative users of business technology," said InformationWeek Editor In Chief Rob Preston. "In this day and age, however, being innovative isn't enough. Companies and their IT organizations need to innovate faster than ever before to stay a step or two ahead of their customers, partners, and competitors. This year's ranking placed special emphasis on those high-octane business technology innovators."

InformationWeek identifies and honors the nation's most innovative users of information technology with its annual 500 listing and also tracks the technology, strategies, investments and administrative practices of America's best-known companies. The InformationWeek 500 rankings are unique among corporate rankings as they spotlight the power of innovation in information technology, rather than simply identifying the biggest IT spenders.

Additional details on the InformationWeek 500 can be found online at www.informationweek.com/iw500/.

About DEFENDER Direct, Inc.

Since its inception in 1998, DEFENDER has emerged as a leading dealer for a prestigious portfolio of [home security](#) and digital communication brands including ADT, GE and DISH network. The company recently broadened its portfolio of residential service offerings with the addition of an [HVAC](#) product, True Energy Smart Air, and a home [water softeners](#) and filtration systems product, True Blue Water Solutions. DEFENDER Direct's Outsourced Sales Center Division also continues to use its sales force expertise to improve lead acquisition for outside clients in industries including legal and pet insurance. DEFENDER employs more than 1,600 individuals in 50 states with over 120 branch offices nationwide.

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