



FOR IMMEDIATE RELEASE
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DEFENDER Direct, Inc. receives coveted ATA-SRO accreditation
Company passes FTC/FCC audit, affirms commitment to government compliance

INDIANAPOLIS – DEFENDER Direct, Inc., a leading dealer for top brands in the residential security products and satellite business including ADT and DISH Network, today announced it has been accredited for a second time by the American Teleservices Association’s (ATA) Self-Regulatory Organization (SRO). DEFENDER was one of the first 10 companies in the country to be accredited, a unique and distinctive accomplishment.

The ATA-SRO incorporates aspects of governmental regulations and consumer protection rules for contact centers. SRO standards provide contact center businesses with a platform of best practices, documentable procedures and measurable compliance tools. The Seal of Accreditation, which DEFENDER Direct has received, is aimed at assuring consumers a positive teleservices experience while providing an objective system that reinforces companies’ commitment to government compliance.

Companies that receive the ATA-SRO Seal of Accreditation exhibit the highest caliber of customer care, best practices and compliant behavior. DEFENDER Direct earned this distinction along with only 19 other teleservice companies.

As part of the accreditation process, all of DEFENDER Direct’s operations were audited. The SRO was particularly impressed by the standards of the following categories:

- Inbound call practices
- FTC regulatory compliance
- State registrations
- Call monitoring and quality assurance
- Compliance management systems

“We are extremely honored to receive this accreditation as it is a testament to our dedication and adherence to the FTC’s requirements for telemarketing laws and regulations,” said Scott DeNardin, vice president of risk management for DEFENDER Direct. “The talent and hard work of our team members have made this recognition possible. They strive to provide our customers with consistent and high quality service, thus ensuring a positive customer experience.”

For more information on DEFENDER Direct, please visit www.defenderdirect.com.

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About DEFENDER Direct, Inc.

Since its inception in 1998, DEFENDER Direct has emerged as a leading dealer for a prestigious portfolio of [home security](#) and digital communication brands including ADT and DISH Network. As a result of its unprecedented growth the company has expanded its residential services offering to include True Energy Smart Air, an [HVAC company](#) offering Carrier products. And it continues to operate the



DEFENDER Outsourced Sales Center Division which offers business clients its inbound sales expertise to improve consumer lead acquisition. DEFENDER employs more than 1,800 individuals in 50 states with over 120 branch offices nationwide.