

FOR IMMEDIATE RELEASE

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Executive level changes at DEFENDER Direct, Inc.

The result of continued growth and expanded focus

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 new appointments and changes to its management team.

David P. Lindsey, CEO and founder, has stepped down as CEO to further pursue his philanthropic passions as DEFENDER's chief missions officer. Lindsey will retain his majority ownership of the company as well as his seat on the company's board of advisors. Under Lindsey's leadership, DEFENDER has been named the #1 ADT Dealer, a Top 5 Dish Network Dealer, one of Indy's Top 25 Fastest Growing Private Companies, to Inc. 500's List of Fastest Growing Companies and has become one of the Top 5 National Dealers for ADT, GE and Dish Network.

Company president **Marcia Barnes** has been named chief executive officer. Since 1999, Barnes has improved the efficiency and functionality of DEFENDER's daily business operations. In her role as president, she provided guidance for the senior management team and played a role in innovative new marketing strategies for the company. She has directed DEFENDER's leadership, marketing and sales divisions, and will continue to do so in her new expanded role.

DEFENDER has also bolstered its operations division by adding a chief operating officer and a vice president of field service. **Jim Boyce**, chief operating officer, will oversee DEFENDER's sales, field operations, customer care and IT departments. Previously, Boyce served as the chief sales officer at Convergys Corporation, a global leader in relationship management, where he was responsible for worldwide sales and account management for the customer management and relationship technology management lines of business. Boyce earned his bachelor's degree from Boston College where he served as president of the Carroll School of Management.

Mark Nazareus, vice president of field services, will provide overall leadership to DEFENDER's more than 120 field offices as well as the operations team. Prior to joining DEFENDER in 2012, Nazareus had a 22-year career at Best Lock Corporation where he last served as executive vice president over sales, marketing and operations. He attended the University of Washington and later advanced his education at Harvard Business School with a focus on Leadership Development.

"DEFENDER Direct has experienced tremendous growth since inception and is on track to continue down that path," said Marcia Barnes, president and CEO of DEFENDER. "By adding experienced members to our executive team, we are setting ourselves up to continue as a leader in the residential security and satellite business. We are also now in the position to further grow our business lines and expand our services into other industries such as heating and air conditioning."

David A. Lindsey has also been named chairman of the board. Lindsey joined First Indiana Bank in 1983 and served in senior management positions throughout his 24 year tenure there. He retired from First Indiana Bank in 2007 as president of the Consumer Finance Bank Division.

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.