



**FOR IMMEDIATE RELEASE**  
May 14, 2012

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## **DEFENDER Direct receives national industry awards for excellence** *Growing company especially honored for giving back to community*

INDIANAPOLIS—[DEFENDER Direct](#) received top honors from the American Teleservices Association (ATA) while attending the association's national conference in Hollywood, FL. DEFENDER Direct's president and CEO Marcia Barnes accepted the Outstanding Corporate Citizen Award on behalf of the Indianapolis-based company. Company founder David P. Lindsey was awarded the Spirit of Philanthropy Award. DEFENDER Direct was also recognized as a Partner in Progress.

DEFENDER Direct is a leading dealer for top brands in the residential security products and satellite business including [ADT](#) and [DISH Network](#).

"We are incredibly honored to accept these awards on behalf of the 2,000 team members who make up the DEFENDER nation," Barnes said. "In all that we do at DEFENDER, we strive to do so with character, competence and humility. Therefore, we humbly accept these awards, which we hope will continue to motivate our DEFENDER team members, partners, vendors and fellow ATA members that if we work harder on ourselves than on our job, more opportunities will follow. I'm very pleased with our driven, dedicated team members who are working within our engaging culture and delivering meaningful value to the marketplace and community."

The Outstanding Corporate Citizen Award recognizes DEFENDER's focused community service initiatives and engaging projects like, the Service Project Challenge for all 2,000 employees across the country and building homes in third world countries. The goal of the Challenge was to engage DEFENDER team members in their communities in a means that aligned with the DEFENDER culture. Local nonprofits that benefited from the Challenge included Big Brothers Big Sisters of Central Indiana, School on Wheels, Wheeler Mission and St. Vincent DePaul, among others.

Additionally, for many years, DEFENDER has been sending its employees and family members on mission trips to Mexico and the Dominican Republic to build houses for those less fortunate and over the last 4 years has built more than 150 homes. Dave and Jessica Lindsey founded DEFENDER's culture on a platform defined by abundance thinking and a heart for serving others.

Last year, company founder David P. Lindsey took the company's philanthropic philosophy one giant step further and founded Companies With A Mission (CWAM), which encourages for-profit companies across the country to get involved in the community and make a difference locally, regionally, nationally and internationally – as DEFENDER has modeled. Because of Lindsey's outstanding leadership and philanthropic giving, he was presented with ATA's 2012 Spirit of Philanthropy Award.

DEFENDER was also named a Partner in Progress by the organization. These are key relationships with member companies that recognize the value of pursuing and supporting true customer engagement. During the conference the ATA announced that they are rebranding and establishing a new vision for the organization now called PACE (Professional Association of Customer Engagement) that will shift the organization's focus to marketing within all consumer channels, not just telemarketing. In conjunction with this announcement, the association announced their Partners in Progress through this transition, which includes DEFENDER.

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#### **About DEFENDER Direct**

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 2,000 individuals in 50 states with 120+ branch offices nationwide. For more information on DEFENDER Direct, please visit [www.defenderdirect.com](http://www.defenderdirect.com).