



FOR IMMEDIATE RELEASE
December 6, 2012

Media Contacts:
Emily Kibling and Bob Schultz
Borshoff
(317) 631-6400
Emily.Kibling@borshoff.biz
Bob.Schultz@borshoff.biz

DEFENDER Direct launches online game to educate consumers on home security prevention

Interactive game is first of its kind in the security industry

INDIANAPOLIS—[DEFENDER Direct](#), the leading dealer of the home security brand [ADT](#), has launched an online game – the first of its kind in the security industry. Named *Bad Guy on the Block*, the interactive game educates consumers on home security prevention.

Bad Guy on the Block consists of two main characters, Rob the Robber and Harmony the Homeowner. Players are able to choose a character and accomplish home security-related tasks. The game educates consumers on common robbery tactics. For example, one level for Rob the Robber is a lock picking task and teaches players how easy it is for robbers to break into homes. A level for Harmony the Homeowner has players guess the value price for commonly stolen items during house burglaries. After each level, statistics and tips about home robbery are provided such as that the average cost of property damage alone during a home break-in is \$2,000.

“First and foremost, we want to educate and empower the consumer,” said Maura Kautsky, chief marketing officer for DEFENDER Direct. “We are recognized as security experts and we see a great deal of potential in *Bad Guy on the Block* both in terms of customer education and lead generation. This game provides an interactive learning and purchasing experience while it also opens the door to new customers.”

Bad Guy on the Block is DEFENDER’s first endeavor in “gamification,” the marketing tactic aiming to provide game-like experiences where the consumer is offered free products or services after playing. After the game ends, players are offered an incentive to protect their own homes and families with an ADT security system.

“We anticipate *Bad Guy on the Block* being a great way to drive awareness and traffic not only to our website, but to our social media sites to earn badges as well,” added Kautsky. “It can be played on any device ranging from a mobile phone to a desktop computer.”

Bad Guy on the Block has already generated website traction and social media buzz as several thousand visitors have played the game since its November 16 launch.

To play *Bad Guy on the Block*, go to www.badguyontheblock.com or play in the [Facebook App Center](#).

###

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 [Williams Comfort Air](#), specializing in the sales, installation and servicing of heating, cooling and plumbing systems throughout Central Indiana. DEFENDER Direct employs more than 2,000 individuals in 50 states with over 140 branch offices nationwide.