



FOR IMMEDIATE RELEASE

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DEFENDER Direct announces two new partners

INDIANAPOLIS—[DEFENDER Direct](#), a leader in home services including security, heating, cooling and plumbing, announces the appointment of two new partners, Scott Lacy and Chris Ruley:

Scott Lacy, Director of Security Sales

Scott has been with DEFENDER Direct for 10 years. He is responsible for driving the creation, building, implementation and monitoring of DEFENDER's sales, processes and systems. Scott works to integrate company sales with a majority of the company's departments including IT, leadership and development, marketing, operations, innovations, permits and licensing. In the past, Scott has received accolades such as Most Families Protected, Technician of the Year, Trainer of the Year, Employee of the Year and Sales MVP.

Chris Ruley, Director of Innovation

In his 9 years with DEFENDER Direct, Chris has held multiple positions including customer service manager, customer service director, continuous improvement analyst, and sales development director. In his current role, he leads a team of innovators who are seeking the continuous growth of the company through identifying business enhancing opportunities while maintaining DEFENDER's core testing strategies. In addition, Chris provides change management consulting, creates sustainable business systems, contributes to the growth of business development and diversification efforts, and develops leaders to grow talent and help others achieve their goals.

"Scott and Chris are both tremendous role models for our team members," said Marcia Barnes, president and CEO of DEFENDER Direct. "Their hard work and dedication have been imperative to DEFENDER's growth into a nationwide company and each brings a unique skill set to our company."

For more information about DEFENDER Direct, visit www.defenderdirect.com.

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About DEFENDER Direct

Since its inception in 1998, DEFENDER Direct has emerged as a leading dealer for the home security brand [ADT](#). As a result of its unprecedented growth, the company has expanded its residential services offering to include [True Energy Smart Air](#), a heating and cooling 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.