



FOR IMMEDIATE RELEASE

May 30, 2013

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DEFENDER Direct renames heating and cooling division to highlight pipeline of services for the American home

True Energy Smart Air will now operate under the name True Home Heating | Cooling

LOUISVILLE—[DEFENDER Direct](#), a leader in home services including security, heating, cooling and plumbing, today announced it is renaming its heating and cooling division. The division will now operate under the name True Home Heating | Cooling. All management, personnel and ongoing business operations will remain the same.

DEFENDER Direct launched its heating and cooling division in Louisville and Cincinnati in September of 2011 as part of the company's commitment to provide homeowners with integrated solutions encompassing multiple home comfort solutions. The company is a full-service contractor selling residential Carrier heating and cooling systems, serving all brands of home heating and cooling equipment.

"At DEFENDER, we provide a true pipeline of services into the American home and want our heating and cooling division's name to reflect that," said Marcia Barnes, president and CEO of DEFENDER Direct. "The name True Home Heating | Cooling allows us to more clearly communicate what makes us unique – the pipeline of services we offer customers. As our business evolves, unifying our service lines will be more important than ever. The True Home brand reflects this."

The rebranded business unit includes the True Energy Smart Air branches in Louisville and Cincinnati. For more information on True Home Heating | Cooling, please visit www.TrueHomeAir.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 Home Heating | Cooling](#), 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.