



FOR IMMEDIATE RELEASE

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DEFENDER Direct acquires heating, cooling and plumbing company The Service Pros

INDIANAPOLIS – The leadership team at [DEFENDER Direct](#) announced today that it has acquired The Service Pros, a heating, cooling and plumbing company based in Cincinnati, Ohio.

DEFENDER Direct launched its heating and cooling division, which operates under the name True Home Heating | Cooling, in September 2011 as part of the company's commitment to provide homeowners with integrated solutions encompassing multiple home comfort solutions. True Home Heating | Cooling is a full-service contractor selling residential Carrier heating and cooling systems, serving all brands of home heating and cooling equipment. Its operations are based in Louisville and Cincinnati.

"As we continue to expand our heating and cooling business, we continue looking for valuable partners with a legacy of growth and reputation for delivering outstanding results," said Marcia Barnes, president and CEO of DEFENDER Direct. "The Service Pros and its team members bring a lot of experience to the table and share the entrepreneurial spirit that drives growth at DEFENDER."

The Service Pros has been in business for more than 30 years. The company provides service, preventative maintenance and heating and cooling system replacements to residents of the greater Cincinnati area.

For more information on DEFENDER Direct, please 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 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 more than 140 branch offices nationwide.