



FOR IMMEDIATE RELEASE
December 5, 2013

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DEFENDER Direct CFO Bart Shroyer Wins CFO of the Year Award

INDIANAPOLIS – DEFENDER Direct, a leading dealer in home services including security, heating, cooling and plumbing, today announced that its CFO, Bart Shroyer, was awarded the Indianapolis Business Journal's 2013 CFO of the Year award in the category of private company with revenue over \$100 million.

Shroyer's leadership and financial oversight have assisted in growing DEFENDER Direct exponentially over the past six years – from \$50 million to \$400 million in revenue. He's helped diversify the company's revenue base by launching a new line of home services – heating and cooling – for its customers. He's also implemented real-time, reliable reporting that has given company leadership the ability to make timely, data-driven, high-level decisions.

"Bart brings tremendous integrity and character to DEFENDER Direct", said Dave Lindsey, president and CEO of DEFENDER Direct. "These two traits have helped us not only build a fast-growth business, but also a durable and profitable business that is built to last. Additionally, he has grown far beyond the traditional roles of corporate finance and accounting. He has a complete view and presence in all the operations and the goals of our company."

In addition to boosting DEFENDER Direct's bottom line, Shroyer has played an integral role in the company's philanthropic mission. He created a team to explore how the company was giving and develop ways to enhance that initiative. His passion for Habitat for Humanity led him to enhance DEFENDER's partnership with the organization, growing the company's participation from the Indianapolis market to the entire nation in under two years. In that same time, he grew the company's volunteer levels 800 percent companywide.

"It is truly humbling to win this award," said Shroyer. "I am blessed to work with an outstanding team at DEFENDER, all of whom contribute to our continued success. We work as a team to develop systems and procedures that will not only enhance our business but our customer experience. This award is a testament to everyone's hard work and success, not just mine."

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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 offerings to include [Williams Comfort Air](#), a heating, cooling and plumbing company offering Carrier products. DEFENDER Direct employs more than 2,200 individuals in 48 states with over 140 branch offices nationwide.