



**FOR IMMEDIATE RELEASE**

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**DEFENDER Direct installs its millionth home security system**  
***Since 1998, local company has protected 1 million families***

INDIANAPOLIS – DEFENDER Direct, the leading dealer throughout the U.S. for the home security brand ADT, reached a major milestone this week by protecting its 1 millionth customer.

As crime rates continue to rise, homeowners see value in the peace of mind provided by a home security system. In fact, the market for alarm systems is projected to grow 5.8 percent nationwide in 2014, and by 2016, revenue from active home security monitoring services in the U.S. is predicted to grow to \$13.8 billion, according to research from Parks Associates and HIS Technology.

Since being founded by Dave Lindsey in 1998, DEFENDER Direct has grown into the leading dealer for ADT, with more than 2,000 team members in 48 states. In recent years, DEFENDER Direct has been recognized nationally for its growth on the Inc. 500 List of Fastest Growing Companies, as well as one of Indianapolis' fastest-growing private companies.

"It's been quite a journey. My wife Jessica and I started this company in a spare bedroom of our home, barely installing 15 systems in a month. It seems like just yesterday when I knocked on a door and sold our first system to a lady who needed a sense of security in her life. I never imagined in just 16 years our company would be protecting its 1 millionth customer. I am beyond proud of our DEFENDER Direct team members and their dedication to keeping families, homes and neighborhoods safe. This has been an incredibly rewarding journey for my family and me," said Lindsey.

Leadership development, serving others and giving back to the community as a good corporate citizen has been core to DEFENDER Direct since its inception. The company thrives by creating an environment focused on growing leaders because it believes that "businesses don't grow, people do." DEFENDER Direct is a strong supporter of numerous local charities, including Make-a-Wish Foundation, United Way, Habitat for Humanity, Shepherd Community Center and Junior Achievement of Central Indiana, to name just a few. In addition, DEFENDER sends 1,000 employees annually on home builds in Mexico and the Dominican Republic through Youth with a Mission.

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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. The company also offers Tyco Security Products. As a result of its unprecedented growth, the company has expanded its residential services offering to include Williams Comfort Air, a Central Indiana heating, cooling and plumbing company offering Carrier products. DEFENDER Direct employs more than 2,000 individuals in 48 states with over 120 branch offices nationwide.