

For Immediate Release



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Vector Security sponsors "Operation Save A Life" program....

Teams up with Kidde and ABC affiliate WNEP-TV to distribute 10,000 smoke alarms.

Vector Security has announced the development of a partnership with Kidde and regional ABC television affiliate WNEP-TV. The partnership entitled "Operation Save a Life," is designed to distribute 10,000 smoke alarms to needy families within 17 Northeastern Pennsylvania counties through regional fire departments, and to provide fire and carbon monoxide prevention information to viewers.

The smoke alarms are being provided by Kidde, the world's largest manufacturer of fire safety products, as part of a program which is being coordinated in 12 markets across the country. WNEP-TV, the ABC affiliate, located in the Wilkes-Barre/Scranton PA market, is broadcasting the program as a public service with the help of over 200 regional full-time and volunteer fire departments. The fire departments themselves are in charge of the distribution of smoke alarms within their respective communities. "Kidde is delighted that Vector Security has teamed up on this very important effort. Their commitment to helping us educate the community on fire safety will help us reach more people with life saving information and products," said Suzanne Turner, marketing director for Kidde.

According to Vector Security Vice President Danette Tizkowski, the program will increase the level of fire prevention awareness within the 17 PA counties served by WNEP-TV. "In addition to a regular promotion schedule, WNEP-TV also references "Operation Save a

Life” during newscasts when they report about residential fires. This heightens the strength of the program and drives home the need for and value of smoke alarms. WNEP-TV Director of Promotion, Laurie LaMaster, stresses that the generosity of Kidde along with her station’s commitment to serve their viewing audience made this type of program highly accessible to the public. “We were able to capture the interest of regional fire departments by offering them a tool to help save the lives of the people they serve. It’s not everyday that a smoke alarm manufacturer offers 10,000 free units without a catch. Combine that with a television station whose 6:00 p.m. newscast is rated #1 in the nation with the area’s best known electronic security and fire alarm systems provider; and you create a winner in the challenge to capture the public’s attention.”

The program includes a number of promotional spots offering safety related messages ranging from the correct placement of smoke alarms to the correct operation of fire extinguishers and other fire safety tips. The program, which will run throughout the summer and fall, will culminate during October which is fire safety month. Vector is developing a number of additional promotions throughout the summer, including on-air promotions featuring members of its staff, which will further compliment WNEP’s efforts.