



CORPORATE PRESS RELEASE

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Vector Security Announces Pizza-Mind Referral Marketing Program

Pittsburgh Pa: Vector Security, a Pennsylvania based electronic security firm with 24 locations in 9 Mid-Atlantic States has announced a customer referral program designed specifically for use by multi-site Pizza establishments. According the Security Distributing & Marketing Magazine, (SDM), Vector is the industry's 7th largest supplier of both residential and commercial services, and the company's Pizza-Mind program targets the residential market.

According to Dave Merrick, Marketing Director for Vector, the program is based upon reaching a key demographic market in a dynamic way. "Pizza-Mind" is a simple marketing plan that utilizes a stick-one coupon that program participants place on every pizza box that is delivered or picked up by customers.

The coupon is styled after the traditional pizza box colors, applies like a post-a-note, and illustrates a home security system offer. We provide the coupons at no charge. When the customer purchases our services through the use of the coupon, we provide the pizza shop owner a \$50.00 referral fee, out of which we in turn purchase a \$25.00 gift certificate redeemable at the pizza shop. Vector's new customer uses that coupon to purchase an additional \$25.00 in product from the pizza shop location, and the management gains \$25.00 direct profit. "That's a financial opportunity that pizza shop owners would find uniquely valuable; a \$25.00 net profit on ALL referrals, plus a pre-paid repeat customer," says Merrick. The reason why Vector picked the pizza industry is important. "We love Pizza, and mostly everyone we know does too!"

But aside from their food choices Vector believes that the Pizza industry is indeed a "home and family" industry. Merrick goes onto say, "Most pizza delivery commercials feature and focus on the home and family, and protecting those assets is what we're all about. All we are looking for is a trigger reference when that family needs security. When they do, we hope they'll remember Pizza-Mind."

The catchy slogan, "Take A ___ Out Of Crime One Slice At A Time" should drive the Message home. Since 1992, the electronic security industry has grown by an estimated 84%, and today nearly 32 million American homes and businesses are protected by security systems. With that in mind however, most industry estimates indicate a 20% residential penetration rate.