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Vector Security Wins Best Broadcast Advertisement Award at 2010 SAMMY Program

Award presented during ISC West in Las Vegas

LAS VEGAS, NV (March 2010): Vector Security took home the Award for the Best Broadcast Advertisement at the 2010 SAMMY Awards, held in Las Vegas by *Security Sales & Integration* (SSI) Magazine. The publication hosts this awards program each year in conjunction with the ISC Conference. This is the 15th year the program has been conducted by SSI, and is designed to showcase the electronic security industry's best advertising and marketing achievements.

Vector Security earned top recognition in the Best Broadcast Advertisement Award category, with its "Telephone Answering Machine" 30 second radio commercial. The commercial centers on the message recorded on a homeowner's telephone answering machine indicating that the home's owners will NOT be home for three weeks, while taking "the vacation of a lifetime." It goes on to say that being away from their home for that period of time without worry was only made possible because they installed a Vector Security system before leaving.

The commercial uses humor to deal with one of the periods of time when homes can be most vulnerable to being broken into. According to Vector's Vice President of Marketing, David Merrick, the message is that prevention pays dividends! "Our industry has always relied upon a sense of awareness to promote our services before people's homes get broken into. Unfortunately for most home burglary victims, we become an afterthought only *after* the experience. Optimally, we should be in the business of preventing burglaries before they happen, and this radio commercial used that benefit as a way to influence others to make the right decision before crime strikes. A majority of homeowners leave their homes for extended periods of time each year for vacations or other reasons for travel, and should include home security in their travel plans." The commercial was developed for Vector Security's Wilkes-Barre, PA branch and was one of several used during a six month flight in that market.

This is not Vector Security's first SAMMY. In fact, the company's various advertising and marketing programs have been lauded four times in the past decade by becoming SAMMY winners. "We are grateful to *Security Sales & Integration* for their support of this awards program. I personally feel that it's been a real catalyst in professionalizing the advertising and marketing methods of our industry," adds Merrick.