



Contact: Ben Brookhart
Tel: 919.855.1020
E-mail: benbrookhart@powerhometech.com

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FAST-GROWING SECURITY DEALER CHOOSES ITS OWN IDENTITY Power Home Technologies Joins Monitronics Dealer Program

March 24, 2011—Raleigh, NC—Power Home Technologies has opted to pursue its own identity with a move to Monitronics International’s dealer program. The partnership will provide Power Home Technology the ability to build on their unparalleled record of success.

Since 2004, Power Home Technologies has installed more than 30,000 security systems under another program’s name and logo. They chose to make the move to Monitronics to have the flexibility of cultivating their own brand identity. The company projects that the enhanced branding will create new sales and recruiting opportunities, allowing it to double its historical sales volumes.

“Being part of the Monitronics program allows dealers the opportunity to brand their companies in a way that works best for their business,” said Bruce Mungiguerra, Monitronics Vice President of Sales and Dealer Development, “we’re here to support them in every way possible.”

As part of the transition to Monitronics, Power Home Technologies has contracted with Interlogix, TRI-ED, and Alarm.com. With the combination that these contracts offer, Power Home Technologies can offer a new and larger variety of products and services to its customers.

To kick-off the partnership, Power Home Technologies’ 32 member leadership team arrived at Monitronics’ headquarters on March 21 to attend the official two-day, high-energy training program: Moni X. Mungiguerra said, “We were pleased to bring the team to Dallas to meet everyone and get acclimated to our program with the best dealer training in the industry.”

“Joining Monitronics’ dealer program allows us to provide our customers with the best monitoring so we can focus on our customers locally,” said Ben Brookhart, Power Home Technologies CEO. “We look forward to future growth that this partnership will bring to both our companies.”

About Power Home Technologies

Founded in 2004, Power Home Technologies has installed security systems in more than 30,000 homes in the US. It has quickly become one of the fastest-growing security dealers in the country. The company was recognized on Inc. Magazine’s *500 Fastest Growing Privately Held Companies* list in 2009. In 2010, SDM Magazine recognized the company as number 39 in the top 100 security companies.

About Monitronics International

Founded in 1994, Monitronics International is one of the nation’s largest, fastest-growing alarm monitoring companies. Headquartered in Dallas, they provide monitored security system services to more than 700,000 residential customers and commercial clients through their network of nationwide, independent authorized dealers.

At the heart of their operations is the Monitronics central station, which has consistently met or exceeded all UL, National Fire Protection Association, and Central Station Alarm Association standards. With millions invested in their monitoring technology, they can provide reliable, uninterrupted security monitoring service.

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For more information, or to schedule an interview with Bruce Mungiguerra or Ben Brookhart, please call Ben Brookhart at 919.855.1020 or e-mail benbrookhart@powerhometech.com.