



For Immediate Release

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**Laser Shield -- Instant Home Security in a Box -- Military Housing:
Breakthrough New "Plug & Go" Product is the First Wireless, Fully
Monitored Alarm System designed for military housing**

Ideal for Military, Apartments, Dorms, Small Homes, Businesses and Condos

Carlsbad, California (September, 2004)— **LaserShield Instant Security System**, the first completely portable "Plug & Go" wireless alarm system is expanding its national distribution this month. At an affordable cost of \$199.95, plus a optional monthly monitoring charge of \$19.95, the product—dubbed "Instant Home Security in a Box"—is expected to capture an underserved marketplace—military housing, renters, students, small homes and businesses, and condo owners—who have never invested in wired alarm systems.

"We have created the first nationally marketed retail brand in the residential security marketplace. This market is expected to reach \$15 billion by 2006," says Anthony Dohrmann, CEO and founder of LaserShield Systems, Inc., based in Carlsbad, CA. "The key has been developing a plug and play security system as effective as a professional installed system, but without the hassle. Those that live in military housing have specific needs and live a more transient lifestyle. Typical with many community living environments nearly everyone living on base has experienced or witnessed repeated incidents of crime including intruders that attempt to enter the home when the door is answered. Crimes of near epidemic proportions include auto theft, robbery, rape, assault, major burglaries, and drug trafficking. LaserShield fits the lifestyle of today's military especially spouses that live extended periods of time alone or with children while loved ones are away. LaserShield eliminates in home sales people, technicians, and installers, and it takes the anxiety and hassle out of the purchase of an alarm system. LaserShield gives military housing customers an easily purchased, expandable system with service that can protect them and also be re-located to a new residence in seconds."

Each year in the U.S. more than three million households report burglaries and a projected 2.2 million additional burglaries go unreported. Only 17% of U.S. homes have burglar alarms, leaving 98 million homes and 38 million rentals unprotected. Statistics show that the renters are at much greater risk of being burglarized, since burglaries occur as much as 79% more often in rental properties than owned homes. Military housing experiences a higher rate of crime than civilians.

The retail, on-line, and catalog trades are beginning to recognize the importance of home security products. A number of major retail chains have now dedicated buyers to the category. LaserShield's entry into the market represents a new profit opportunity for merchants, since LaserShield brick and mortar and on line retailers share in the recurring monthly monitoring revenue. LaserShield specialty distribution programs also offer discount offers and incentives to those serving or residing on base with those that serve in America's armed forces.

"While LaserShield may be used in larger homes and applications, we believe it will have the greatest appeal for people who have never been able to afford or been willing to install a wired alarm system. This is especially useful for military housing, renters and small business owners, who will take it with them when they relocate. These folks have never had an option before," says Dohrmann, who has more than 20 years of experience in the home security business. "LaserShield Instant Security System was conceived to protect those who fall into that void. It's an affordable, effective and easy solution for people's peace of mind."

The simplicity of LaserShield is a big selling feature. It requires no assembly, no wires connecting units, no elaborate keypads, no holes in the wall, and no complicated programming. Buyers can be protected within minutes of the time they take it out of the carton. They bring it home, plug it in, and then take five minutes to register for the optional monthly monitoring either online or by mail/fax. The owner is immediately protected. It's that simple.

LaserShield has been in development for over four years and underwent extensive testing to validate the effectiveness of its unique hardware, software, design, ease of operation and consumer appeal. The system has been successfully beta tested with owners and renters in 32 cities across the country to determine how well it functions in real life circumstances. The system has also been successfully test marketed in CompUSA, Ace Hardware, and QVC.

LaserShield works through infrared motion sensors and wireless technology. When it detects an intrusion, two dramatic things happen: first 100+ decibel siren sounds to frighten off the average burglar secondly, LaserShield dials The Rapid Response Monitoring Service (RRMS) which calls back in under one minute to check on safety of the occupants and the security of the premises. If necessary, RRMS will contact local law enforcement or an on site residential security authority. Owners will be contacted immediately on their phone/cell phone. If they can't be reached then RRMS can notify friends, family and neighbors.

The basic product consists of two handsomely designed modules, resembling small, inconspicuous silver bookshelf speakers. The first is the Master Alarm Unit, which holds the siren, the dialer and a voice annunciator that will denote the system's status. The Master Alarm Unit also features a highly sophisticated array of electronics and software, which allows the user to control LaserShield from a keychain remote or any touch-tone phone anywhere in the world.

The second element is the Wireless Detection Unit (WDU), which houses the infra-red motion detector and connects wirelessly with the Master Alarm Unit. Each Wireless Detection Unit can protect a room of approximately 1,100 square feet, and as many as a

dozen WDU's can be linked to the Master Unit to provide protection for additional rooms, areas, garages, etc. Additional WDU's carry a suggested retail price of \$59.95.

The setup itself is simple. A user just plugs the Master Alarm Unit into power and telephone, plugs the WDU into an electrical outlet, links the units at the touch of a button, and makes a phone call to establish 24/7 monitoring service. The process takes less than five minutes.

Arming is equally easy. LaserShield can be armed and disarmed from the keychain remote or any remote touchtone phone. Panic buttons on the two key-chain remotes and each of the wireless units provide additional personal security.

LaserShield comes with a series of protections against annoying false alarms, including the absence of wires, magnets and contacts which often go bad and trigger false alarms, the lack of keypads and programs and codes to learn, and even a pet shield to keep animals from triggering an alarm.

Monitoring and response is handled by the Rapid Response Monitoring Service, one of America's largest and most professional monitoring services. RRMS is licensed to operate in all 50 states, certified by the U.S. government and NYFD and operates 24/7 from a professionally staffed center with redundant power and computer facilities that never skipped a beat during the August 2003 Northeast power failure. In tests of the LaserShield system, RRMS has responded to alarms in as little as 30 seconds, quicker than any other known system available today. That's because the sophisticated automation built into the system responds faster than a human being can touch a phone keypad.

LaserShield has a number of practical benefits beside burglar detection and determent, owner alert and law enforcement notification. The system can warn a parent that a child has slipped out of the house without permission, or even alert customers to a possible child abductor. It can provide a fast way to call for help with intruders, follow-home robbers or other threatening situations. No matter where a user may be—on vacation, away on business, out shopping—immediate notification to contact numbers and/or a cell phone, can prevent a customer from walking in on a dangerous intruder.

Dohrmann expects to begin adding national retail offers to his current base of national independent distributors, in the fall of 2005. He believes that the company's success will be in the product's simplicity: "Women don't have to fiddle with complicated programming and electronics, men don't have to get out their tool kits and nobody has to listen to a longwinded sales pitch in their home. If those living on base relocate to another city or state they can enter their new address and phone number using the internet and the entire system and service moves with them hassle free."

LaserShield Security Systems, Inc. is located at 5631 Palmer Way, Suite C, Carlsbad, CA 92008. The Phone number is 760-930-1908. For more information, go to www.LaserShield.net.