

LASERSHIELD INSTANT SECURITY SYSTEM NOW AVAILABLE NATIONWIDE
Page 2

Individuals and businesses relocating or in need of a system to monitor a large space will benefit from LaserShield's portability and versatility. Up to 12 wireless motion detectors can be added to expand the system and cover up to 14,400 additional square feet without paying added monitoring fees. Additional wireless motion detectors are sold for \$59.99 each.

In 2007, LaserShield is introducing a special wireless adapter to send a distress signal to the monitoring service over a cell phone frequency for customers without a standard telephone line or for those concerned about an intruder's ability to disrupt phone service. Also in 2007, the Company also will introduce a VoIP adapter for customers with VoIP lines at any location they wish to protect.

"CompUSA is bringing lifesaving technology to its customers in the form of an affordable, off-the-shelf product that makes home security accessible to everyone," said Anthony Dohrmann, CEO, LaserShield Systems. "We have listened to what the police say and have created a system that gets people the help they need – when they are most in need."

LaserShield Starter Kit and Wireless Detection Units are available at **CompUSA stores nationwide**, in addition to select Home Depots and many online stores.

About LaserShield Systems, Inc.

LaserShield Systems, Inc. is the manufacturer of the first plug-and-go security system featuring an alarm plus 24/7 professional monitoring. The system is ideal for homes, apartments, dorm rooms, storage facilities and all types of offices. LaserShield provides proven, affordable and accessible protection against home invasion, burglary and kidnapping for all types of people – women, parents, retirees, college students and business owners. LaserShield is the brainchild of a team of security experts led by home security expert Anthony Dohrmann and Rapid Response Monitoring Service chairman and founder Russell R. MacDonnell. The Company is headquartered in Las Cruces, NM. For more information on products, go to LaserShield.net.

###



FACT SHEET

LaserShield® Instant Security

<p>Product Description</p>	<p>LaserShield® Instant Security System is the <i>first plug-and-go security system featuring an alarm and professional monitoring service</i> made especially for homes, apartments, dorm rooms, storage facilities and offices. LaserShield provides proven, affordable and accessible protection against home invasion, burglary and kidnapping for all types of people — women, parents, retirees, college students, business owners, et al. The starter system includes a master alarm unit, a wireless motion detector and two keychain remotes. This is as easy to setup as a cordless phone; it arms and disarms at the push of a button. Customers can activate 24/7 professional monitoring on the day of purchase and pay month to month with no long-term contracts or commitments.</p> <p>Each wireless motion detector protects rooms of up to 35 X 35 feet (or 1,200 square feet) using invisible infrared technology fanning across the room just as a headlight covers the road ahead of a car. When a security breach is detected, the wireless motion detector sends a message to the master alarm unit through walls and distances of up to 150 feet. The base unit then dials the monitoring service using an 800 number. The monitoring service notifies the owner by phone immediately, and then the authorities, if warranted, along with friends, family and neighbors specified by the owner.</p> <p>Individuals and businesses relocating or needing a system to monitor a large space appreciate LaserShield's portability and particularly its option to add up to 12 wireless motion detectors to expand the system at any time.</p>
<p>Recommended Uses</p>	<p>Homes, apartments, dorm rooms, storage facilities or all types of offices; LaserShield is built for both homeowners and renters.</p>
<p>Price</p>	<p>LaserShield Starter Kit – The complete \$199.95 starter system contains a master alarm unit, a wireless detection unit, two keychain remotes and five window decals. All devices include panic buttons. The master alarm unit and wireless detection unit each include a power cord to connect the device to a standard wall outlet. The master alarm unit has up to 12 hours of backup battery power. The wireless motion detector comes with a Pet Shield to prevent furry friends from triggering false alarms.</p> <p>24/7 Professional Monitoring Service – Rapid Response Monitoring Service costs \$19.95 each month with a one-time \$25 activation charge. The service performs monitoring of more than 275,000 military, commercial and residential accounts, and is U.S. Department of Defense certified. Master alarm unit connects to a standard telephone line.</p>
<p>Accessories</p>	<p>Wireless Detection Unit – \$59.99 each, up to 12 additional units to connect to each system.</p> <p>The Cyclone, a wireless communication adapter, and the Sparrow, a VoIP adapter (available Q1 '07).</p>
<p>Customer Service</p>	<p>LaserShield Customer Service Center is open Monday through Saturday from 7 a.m. - 5 p.m. PST by calling 800-ALARM-55 or via email: info@LaserShield.net.</p>
<p>Retailers</p>	<p>LaserShield Starter Kit and additional Wireless Detection Units are available at CompUSA stores nationwide; select Home Depot stores; and online retailers everywhere.</p>
<p>Media Contact</p>	<p>RLM pr for LaserShield Jim Wells, 212.741.5106 x237 and Lizzie Jenkins, 212.741.5106 x236 LaserShield@RLMpr.com</p>
<p>Site</p>	<p>www.LaserShield.net</p>



FACT SHEET

The Cyclone
A Wireless Adapter for
The LaserShield® Instant Security System

Product Description	<p>The Cyclone adapter for the LaserShield® Instant Security System was created for consumers without a landline phone or for those seeking added protection against an intruder cutting wired phones lines. The Cyclone is a wireless communication device, sold separately, that replaces a landline phone as the master alarm unit's connection to the 24/7 professional monitoring service.</p> <p>The Cyclone is tied to the master alarm unit by a short phone cord. When the master alarm unit detects a security breach, panic situation or a low battery, it sends a signal to the Cyclone that communicates with the monitoring service over a cell phone frequency. A power cord connects the Cyclone to a standard wall outlet; the Cyclone is powered by a backup battery in case of power outages. The Cyclone does not interfere with Wi-Fi applications.</p>
Recommended Uses	Homes, apartments, dorm rooms, storage facilities or all types of offices are perfect for the Cyclone; LaserShield is built for both homeowners and renters.
Price	<p>The Cyclone – The Cyclone is a separate purchase from the LaserShield Instant Security System retailing for \$229.95. The Cyclone includes a wireless communication unit, a power cord and a telephone cord.</p> <p>24/7 Professional Monitoring Service – Rapid Response Monitoring Service costs \$29.95 each month with a one-time \$25 activation charge for Cyclone users. (The \$29.95 includes the basic LaserShield service and Cyclone fees.) Payments are made on a month-to-month basis with no long-term contracts or commitments. Current customers can upgrade to Cyclone without paying an activation fee.</p>
Customer Service	LaserShield Customer Service Center is open Monday through Saturday from 7 a.m. - 5 p.m. PST by calling 800-ALARM-55 or via email: info@LaserShield.net .
Retailers	Available Q1 '07 at retailers nationwide
Media Contact	RLM pr for LaserShield Jim Wells, 212.741.5106 x237 and Lizzie Jenkins, 212.741.5106 x236 LaserShield@RLMpr.com
Site	www.LaserShield.net



FACT SHEET

The Sparrow VoIP Adapter for LaserShield® Instant Security System

<p>Product Description</p>	<p>The Sparrow, a VoIP adapter for the LaserShield® Instant Security System, is a “signal translator” for those using VoIP phone services. The master alarm unit is programmed to transmit information over standard phone lines so customers with VoIP lines are required to purchase the Sparrow to translate the signal sent from LaserShield’s master alarm unit to the monitoring service.</p> <p>The Sparrow is a standalone unit that communicates with the monitoring service via the Internet; the Sparrow connects to a router via an Ethernet cable. The Sparrow connects to the master alarm unit by a standard telephone cord, and uses an A/C power cord.</p> <p>At regular intervals throughout the day, the monitoring service sends a signal to the Sparrow to confirm it is operational. If the Sparrow does not respond back due to loss of power or loss of its Internet connection, the monitoring service notifies the owner.</p>
<p>Recommended Uses</p>	<p>Homes, apartments, dorm rooms, storage facilities or all types of offices are perfect for the Sparrow; LaserShield is built for both homeowners and renters.</p>
<p>Price</p>	<p>The Sparrow –can be purchased at retail for \$79.95 in addition to the LaserShield Instant Security System. The Sparrow Kit includes the Sparrow communication unit, an Ethernet cable, a short telephone cord and an A/C power cord.</p> <p>24/7 Professional Monitoring Service – Rapid Response Monitoring Service is \$24.95 each month after a one-time \$25 activation charge. (\$24.95 includes the basic LaserShield service fee and fee for Sparrow service.) Payments are month-to-month with no long-term contracts or commitments. Current LaserShield customers are able to upgrade to the Sparrow without paying an activation fee.</p>
<p>Customer Service</p>	<p>LaserShield Customer Service Center is open Monday through Saturday from 7 a.m. - 5 p.m. PST by calling 800-ALARM-55 or via e-mail: info@LaserShield.net.</p>
<p>Retailers</p>	<p>Available Q1 '07 at retailers nationwide.</p>
<p>Media Contact</p>	<p>RLM pr for LaserShield Jim Wells, 212.741.5106 x237 or Lizzie Jenkins, 212.741.5106 x236 LaserShield@RLMpr.com</p>
<p>Site</p>	<p>www.LaserShield.net</p>



Anthony Dohrmann
Chairman, CEO & Founder

Anthony “Tony” Dohrmann is an expert in the security field with more than 20 years experience in all aspects of the industry. Dohrmann is CEO and Founder of LaserShield Systems, Inc., a company that brought to market the first affordable plug-and-go security system for businesses, homeowners and renters.

Dohrmann began his career on the service side of security with the Alarmson company in Southern California. Following this, Dohrmann held several high-level positions culminating with general manager at California Home Security, where he participated in growing the company more than 70 percent in less than five years.

In 1990, CHS was sold to American Home Security and that is when Dohrmann established several companies specializing in the acquiring and reselling of alarm accounts. Dohrmann recognized that one of the greatest resistance factors in alarm sales was the discomfort of the visiting less-than-trustworthy alarm salesman. To counter, he established Gold Coast Security, which advertised on cable and radio and via direct mail, offering homeowners and businesses a preassembled package without a sales call.

In 1997, Dohrmann sold Gold Coast and turned attention to revolutionizing the traditionally stodgy home security industry.

Dohrmann recognized a need for a real alternative to major alarm firms, where high costs, long-term contracts, and refusal to install in rental units deterred millions of individuals and businesses from protecting property. He knew that because the home security business was dominated by thousands of small, independent operators and was bereft of consistency or standardization, enormous segments of the U.S. market were wholly underserved.

LaserShield, which features a 105-decibel alarm and 24/7 professional monitoring, brings to the consumer proven, affordable and accessible protection against home invasion, burglary and kidnapping, for women, parents, retirees, college students or business owners. The system is as simple to install as a cordless phone and does not require a long-term contract.

Dohrmann was adamant from the start that LaserShield include a monitoring and response service to provide service for its customers—no matter where. Following an extensive search, he cemented a partnership with Rapid Response Monitoring Service, one of the country’s largest and most respected monitoring services, founded by Russell R. MacDonnell.

Dohrmann and his wife Eileen live in Las Cruces, New Mexico with their two children.



Russell R. MacDonnell
Chairman & CEO
Rapid Response Monitoring Services, Inc.

Russell MacDonnell, founder of RRMS, is a veteran of the security industry. MacDonnell began his career at Sonitrol Security Systems in Connecticut, where as president he managed local operations and opened 23 licensed dealers throughout the northeast.

In 1986, MacDonnell founded SecurityLink Corporation, which through acquisitions transitioned to becoming Ameritech, SBC and finally Tyco. He subsequently started the Alarmguard service, which became a public company and was subsequently acquired by Tyco. There he was the senior vice president responsible for the security company acquisition program.

MacDonnell founded RRMS in 1992 and has led the company's rapid growth to where it now services more than 650 dealers and monitors 275,000 customers nationwide. Rapid Response is Underwriters Laboratories approved for central stations and now monitors government installations, department store chains, and high-risk establishments, in addition to residential and commercial customers in the United States, Canada and Mexico.

RRMS has made a multimillion dollar investment into its infrastructure in order to fully support the alliance with LaserShield, and MacDonnell has played a pivotal role in product development with RRMS' new partner.

MacDonnell currently lives in Norwalk, Conn.