



FOR IMMEDIATE RELEASE

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**DEFENDER DIRECT MAKES INC. 500, FASTEST-GROWING PRIVATE COMPANIES LIST
FOR SECOND CONSECUTIVE YEAR**

Indianapolis, Ind., September 1, 2009 – DEFENDER Direct, Inc., an Indianapolis based authorized dealer for ADT and Dish Network, was recently ranked 432nd on the Inc. 500, Fastest-Growing Private Companies list. DEFENDER earned its spot on the Inc. 500 list with a 604.4% three year growth rate and \$141.8 million in revenue. DEFENDER also made the list in 2008 ranking 387th.

Of the ranking, DEFENDER CEO, Dave Lindsey, said “It is an honor and a blessing to be ranked again this year. In 2008 our team rededicated itself to personal growth and I believe that our success is a direct result of our team members’ continuous efforts to improve themselves, further confirming our motto *“Businesses Don’t Grow. People Do!”*”

As alluded to by Lindsey, DEFENDER boasts a unique corporate culture focused on employee self improvement. Lindsey has developed the business around the motto, “Businesses don’t grow. People do.” DEFENDER employees work through the “DEFENDER Leadership Advantage” (DLA), a series of books, seminars, and training opportunities, during their first four years with DEFENDER. Throughout the DLA process, DEFENDER invests approximately \$16,000 in each employee’s personal, professional and spiritual growth. Lindsey and the DEFENDER executive team believe that their focus on employee self improvement directly impacts the company’s growth.

The DEFENDER Direct headquarters is located in Indianapolis, Ind. along with one of three call centers. The other call centers are located in Batesville, Ind. and Cincinnati, Ohio. DEFENDER also has 175 ADT installation branch offices across the United States and Canada.

DEFENDER Direct, Inc. is an authorized dealer for such prestigious brands as ADT, GE and Dish Network. Founded in 1998 in the spare bedroom of CEO, David Lindsey’s home, DEFENDER is now recognized as the Top National Dealer by both ADT and Dish Network. DEFENDER markets, sells, and installs new products and services to homeowners throughout the U.S. and Canada. For more information please visit the company website www.defenderdirect.com or call 1.800.860.0303.

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If you would like more information about this topic, or to schedule an interview with Marcia Raab, please call 317-810-4720 x221 or email Shannon Inman at shannon.inman@defenderdirect.com.