



**DEFENDER DIRECT CEO & Founder Dave Lindsey
Named Ernst & Young Entrepreneur Of The Year®
2010 Award Winner in Midwest Program**

Award Recognizes Entrepreneurial Excellence

INDIANAPOLIS, June 29, 2010 – DEFENDER Direct, an authorized retailer for ADT Home Security and DISH Network, today announced that Dave Lindsey, CEO & Founder, received the Ernst & Young Entrepreneur Of The Year® 2010 Retail and Consumer Products Award in the Midwest region. According to Ernst & Young LLP, the award recognizes outstanding entrepreneurs who are building and leading dynamic, growing businesses. Lindsey was selected by an independent panel of judges, and the award was presented at a gala event at the Sheraton Chicago on June 24.

“It was a great honor to accept the award on behalf of the DEFENDER team,” said Lindsey. “The entrepreneurial spirit runs deep in DEFENDER, so winning this award speaks volumes about the company and our team. It is my pleasure to lead such an amazing group of people.”

The Ernst & Young Entrepreneur Of The Year awards celebrate their 24th anniversary this year. The program honors entrepreneurs who have demonstrated exceptionalism in such areas as innovation, financial performance and personal commitment to their businesses and communities.

As a Midwest award winner, Lindsey is now eligible for consideration for the Ernst & Young LLP Entrepreneur Of The Year 2010 national program. Award winners in several national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year award winner, will be announced at the annual awards gala in Palm Springs, California on November 13, 2010. The awards are the culminating event of the Ernst & Young Strategic Growth Forum, the nation’s most prestigious gathering of high-growth, market-leading companies.

Sponsors

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year awards are pleased to have the Ewing Marion Kauffman Foundation and SAP America as national sponsors.

In the Midwest, regional sponsors include Manpower, Winston & Strawn LLP, Charter One Bank, Smart Business magazine, and Becker Professional Education. Local sponsors include the Chicagoland Entrepreneurial Center and Gibbs & Soell.

About DEFENDER Direct, Inc.

DEFENDER Direct, Inc. is an authorized dealer for such prestigious brands as ADT Home Security (www.protectyourhome.com) and DISH Network (www.enjoybettertv.com). Founded in 1998 in the spare



bedroom of CEO & Founder, David Lindsey's home, DEFENDER is now recognized as the #1 ADT dealer in the country and ranks among DISH Network's Top 5 dealers in the country. 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.

About Ernst & Young's Entrepreneur Of The Year® Awards Program

Ernst & Young's Entrepreneur Of The Year® is the world's most prestigious business award for entrepreneurs. The award makes a difference through the unique way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur Of The Year® celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

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