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**Goldleaf Data Announces New Partnership with DEFENDER Direct  
Premier Mailing List Firm to Supply Consumer Data to #1 ADT Dealer**

Atlanta, GA, December 7, 2011—Goldleaf Data, a world-class supplier of up-to-the-minute data, mailing lists and sales leads, announced a new partnership with DEFENDER Direct, the #1 ADT dealer in the country, primarily providing them with Goldleaf’s premium consumer data. The partnership is effective February 2012.

Indianapolis-based DEFENDER Direct, a leading dealer of home security and digital communications brands, also provides marketing and sales support to a wide variety of clients. Goldleaf’s best-in-class consumer data will help DEFENDER Direct and its clients reach qualified leads faster, easier and more efficiently.

Maura Kautsky, chief marketing officer at DEFENDER Direct, said, “Because Goldleaf Data’s consumer data is fresh, accurate and precise, it will help make our marketing and sales initiatives even more successful. We know that without good data, even the best ideas may likely fail.”

Goldleaf Data is well known for providing accurate and timely new mover lists, as well as general business and consumer lists, interactive services and data service. They source their data through an exclusive arrangement with the telephone companies, allowing them to provide premium data at highly competitive prices.

According to Jason Butler, president of Goldleaf Data, “DEFENDER Direct is highly successful at what they do. Their corporate philosophy matches ours—unwavering commitment to customer service and quality. We look forward to helping them grow their business and client base even further.”

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**About Goldleaf Data**

Based in Atlanta, Georgia, Goldleaf Data is a market leader in the data industry, providing current, accurate and high quality data, mailing lists and sales leads for both Fortune 500 and small businesses, throughout the US and internationally. Founded in 2003, the company services a wide variety of industries, providing direct mail, email marketing, telemarketing and text campaign support. For the most current updates connect with them on [twitter.com/GoldleafData](https://twitter.com/GoldleafData). For more information, visit [www.goldleafdata.com](http://www.goldleafdata.com) or call 1-888-936-3282.

**About DEFENDER Direct**

Since its inception in 1998, DEFENDER has emerged as a leading dealer for a prestigious portfolio of [home security](#) and digital communication brands including [ADT](#) and [DISH Network](#). The company recently broadened its portfolio of residential service offerings with the addition of an [HVAC product](#), True Energy Smart Air. DEFENDER Direct's Outsourced Sales Center Division also continues to use its sales force expertise to improve lead acquisition for outside clients. DEFENDER employs more than 1,700 individuals in 50 states with over 120 branch offices nationwide. In September 2011, DEFENDER was named 194 on the InformationWeek 500, an annual listing of the nation's most innovative users of business technology.

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