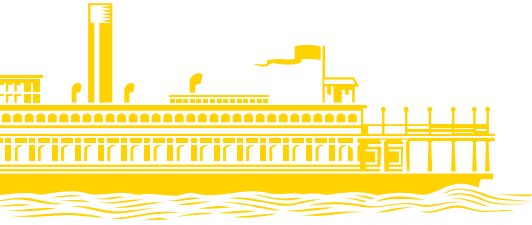


For more information:

Mindy Romero
Londor Associates
+1 212 614 5261
mindy.romero@londor.com



Londor

Londor Associates Creates a Category Shift With Launch of Broadview Security Brink's Company Spin-off to Evoke Peace of Mind and Active Protection

SAN FRANCISCO (July 13, 2009) – Londor Associates, one of the world's leading strategic brand consulting and design firms, is proud to announce the launch of Broadview Security, a leading provider of state-of-the-art security monitoring systems for residential and commercial properties. Formerly known as Brink's Home Security, Broadview Security operates in more than 250 metropolitan areas and services over 1.3 million customers across the United States and parts of Canada. The new brand was unveiled July 1 at the New York Stock Exchange, where President and CEO Bob Allen rang the opening bell.

Following the spin-off of Brink's Home Security from its parent company in 2008, Londor competed in an extensive pitch and proposal process to win the development of the new brand that would build upon the organization's strong heritage while supporting its business aspirations. To kick off the program, Londor conducted in-depth research, examining the company's positioning, competitive set, and internal structure. The findings served as the basis of a true brand-led business transformation driven by a new name, positioning, visual identity, messaging, and brand voice.

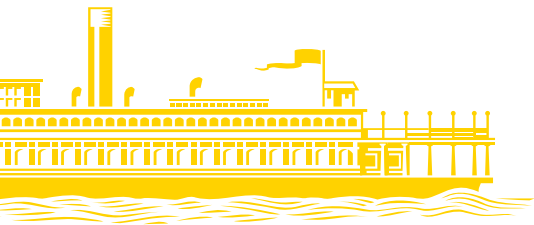


"The launch of this new identity sends a clear message that Broadview Security is committed to its customers and provides high-quality products and services that are effective and easy to use," said Christopher Lehmann, executive creative director at Londor Associates. "This category is one of credibility and trust, and we believe our solutions will support those attributes while differentiating Broadview Security from competitors, and remaining relevant to its customers well into the future."

Positioned around the concept of Active Protection, the new name Broadview Security was chosen to communicate the benefits of vigilant security, the empowerment it gives users to help them live without fear, and the ability to be an involved partner in their own security. The brand identity contains two main components: the Broadview Security wordmark and the Eye Graphic symbol. The wordmark is set in a confident, clean, and functional typeface while the Eye Graphic symbol represents the driving force of the organization, to bring protection to customers by being a constant presence, actively alert.

Broadview Security's CEO Bob Allen said, "Our partners at Londor were able to create a brand that reflects the wide range of our services. As we continue to pursue growth opportunities, we needed to implement a brand strategy that upheld our strong history, while also aligning with our business goals."

In an effort to leverage the existing equity in the old name, a transitional heritage line "The next generation of Brink's Home Security" was also created by Londor. This heritage line will accompany the brand identity on major touchpoints, helping to make the connection for current customers and serve as a point of reference for new ones.



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The launch of Broadview Security includes a new advertising campaign across television, print, and online, debuting on July 6, 2009. The new brand has also been implemented across marketing communication material, including website, print, collateral, stationery, exterior signage, and product branding. To get its employees engaged, Broadview Security now has an online Brand Resource Center that will supplement training on the new brand.

About Landor Associates

Landor Associates is one of the world's leading strategic brand consulting and design firms. Founded by Walter Landor in 1941, Landor pioneered many of the research, design, and consulting methods that are now standard in the branding industry. Partnering with clients, Landor drives business transformation and performance by creating brands that are more innovative, progressive, and dynamic than their competitors.

Landor's holistic approach to branding is a balance of rigorous, business-driven thinking and exceptional creativity. Its work spans the full breadth of branding services, including brand research and valuation, brand positioning and architecture, naming and writing, corporate identity and consumer packaging design, branded experience, brand equity management, brand engagement, and digital branding.

With 23 offices in 18 countries, Landor's current and past clients include some of the world's most powerful brands, including BlackBerry, Citi, the Council on Foreign Relations, Diageo, Hilton Hotels, Hewlett-Packard, Jet Airways, Microsoft, MillerCoors, Panasonic, the PGA of America, Procter & Gamble, Taj Hotels Resorts and Palaces, and Verizon.

Landor is part of WPP, one of the world's largest global communications services companies.

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