

Top Security Launches €1 million Television and Radio Ad Campaign

News Release

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Irish security company Top Security, has this week launched a €1 million television and radio advertising campaign for its alarm monitoring service which points to people's inaction when it comes to house alarms.

The TV and radio ads, devised by award-winning agency Chemistry, are aimed at the estimated 200,000 households in Ireland that have an alarm which is not being monitored and asks the question "How will people respond to *your* alarm?"

The TV commercials, which kick off this week and are scheduled to run on RTE, TG4, Sky, Viacom, E4 and the Living Channel, feature humorous scenes in which sensitive conversations have to be shouted because a neighbour's house alarm is going off in the background. A complimentary radio campaign is scheduled to begin at the end of April.

The direct response commercials offer new customers their first three months monitoring for free and Helene Devlin, Marketing and PR Manager for Top Security says: "Past research has suggested that one in four alarms in Ireland have no monitoring service attached to them. This new ad campaign aims to highlight this fact and to show that alarms should not be considered just a 'noise nuisance'. Their primary purpose is to detect and deter unauthorised intruders and monitoring is the only way to ensure they serve this purpose, with the guarantee that a security company is working for you 24 hours a day."

Top Security's monitoring service is directly linked to the company's central monitoring station, with controllers on standby ready to immediately respond to the signaled emergency. The company provides alarm monitoring to a significant number of the 330 alarm companies throughout Ireland. As well as new installations, the service is available to households and businesses with an alarm already installed with a simple upgrade required to connect it to Top Security's monitoring service.

"We all hear burglar alarms going off on a daily basis but we usually block them out" said Fintan Cooney, Client Service Director at Chemistry, "These commercials take a light-hearted look at this fact to communicate a very serious message about household security."

Humour is a common feature of many of Top Security's ad campaigns. For its IT security division, the company previously ran a tongue-in-cheek press campaign promoting its anti-spam and anti-virus service, Blockmail.

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About Top Security:

Top Security has more than 25 years of experience in both traditional security services and specialised IT security products and services for the consumer and business market. Founded in 1979 and headquartered in Ballymount, Top Security continues to develop highly specialised solutions for its clients, across a wide array of security needs, including; Alarm Monitoring, CCTV & Industrial Monitoring, Security Services, Security Guards, Mobile Security Patrols, Key-holding & Retail Security.

Through its IT arm, Topsec Technology, the company provides and develops its own online and IT security measures including email content filtering (Blockmail), a free web-based email service (TopMail) and personal security using phone technology (TopLocate). Additional business services include firewall security, VPNs and intrusion detection as well as data communication, internet access and provisioning.

With more than 2,000 employees and operations in Ireland, the UK and South Africa, Top Security clients include State and semi-state bodies, large corporations, property companies, multinationals and residential customers nationwide.

Top Security's commitment to integrity, the highest standards and providing customer value continues to distinguish it as one of the most trusted and respected security providers in the industry.

More information can be found at www.topsecurity.ie