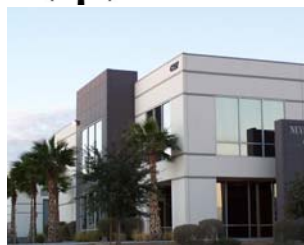


The Shield

FirstNet— Industry Leading Wireless Communication

More and more homes and businesses are opting for alternatives to the traditional dial-up telephone line. However, sometimes eliminating dial-up service and switching to voice over IP (VOIP) or cellular can actually make your security system vulnerable to communication failure.

First Alarm's FirstNet service eliminates communication hassles by eliminating the need for telephone lines, internet, or cellular. Using



Business Office



First Alarm Corporate Office

our own wireless mesh network, **FirstNet** ensures that in an emergency the signal will get out, even if there's a power outage or failure in intranet or phone service. **FirstNet** can be

adapted to any system, fire, burglary, medical, and hold-up. Contact us to learn more about **FirstNet!**

Powered by **FIRST**  **NET**

Important Notice

First Alarm takes pride in providing customers with the best service. Our goal is to provide you with the protection you need when you need it. But, in order for us to do this successfully we need your help!

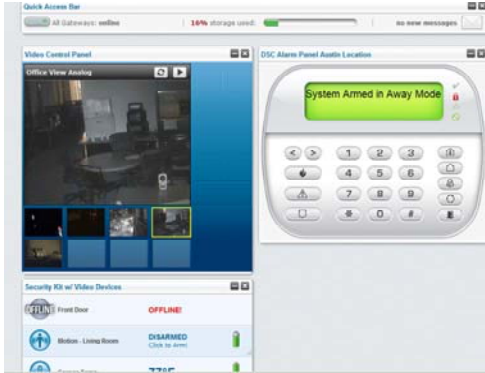
If you have remodeled your home, reconfigured your office space, taken over an office space with an existing alarm system, or replaced any doors or windows— you may be in need of some more protection. We often find that when businesses reorganize, redecorate, place advertising banners, use balloon displays or have a change in inventory-detectors, beams, and sensors are often covered up. This reduces or nullifies the effectiveness of the detection First Alarm has installed.

As a preventative measure, we ask that you assess your current security needs. Have you currently painted, cut wires you were unsure of what they were connected to, tinted/coated your windows, or changed telephone service? If your answer is "Yes", we recommend that you contact us for a free consultation with one of our professional Security Consultants.



Responsible Persons Contact List—If you've had a change in personnel or haven't updated your Responsible Persons Contact List in sometime, **please contact us.** We want to be sure we have the correct information!

First Alarm Launches FirstConnect



Stay connected to your home or business with First Alarm’s **FirstConnect** service. This new service, which works with most FirstAlert, DMP, and Honeywell

alarm systems—gives you instant access to your security system. For added convenience, **FirstConnect** can also display live and recorded video.

- Works on Smart phones such as iPhone and Blackberry
- Web Access from any P.C.
- Automatic email alerts (arm, disarm, alarm)
- Streaming video

Contact us today to learn more!

Pay Direct

Contact our **Customer Service/Accounting** department at **(831) 687-4270** to sign up for First Alarm *Direct Pay*, Credit Card payments, or Annual Pay.

First Alarm has launched a new website!

Visit us at:
www.FirstAlarm.com

October 3rd-9th is Fire Prevention Week (FPW)

“Smoke Alarms: A Sound You Can Live With!” is NFPA’s official theme for Fire Prevention Week. According to NFPA, Smoke alarms can mean the difference between life and death in a fire. NFPA statistics show that working smoke alarms cut the chance of dying in a fire nearly in half. But they must be working properly to do so.

NFPA association’s data shows that

many homes have smoke alarms that aren’t working or maintained properly, usually because of missing, disconnected or dead batteries. Roughly two-thirds of all home fire deaths result from fires in homes with no smoke alarms or no working smoke alarms.

Tips:

- ◆ Test smoke alarms at least once a month using the test button, and

make sure everyone in your home knows their sound.

- ◆ If an alarm “chirps,” warning the battery is low, replace the battery right away.
- ◆ Replace all smoke alarms, including alarms that use 10-year batteries, if they do not respond properly when tested.
- ◆ Never remove or disable a smoke alarm.

Source: NFPA

We Appreciate Your Referrals!

If you refer a potential customer to us, and they sign a contract with us, you’ll both receive a **\$50 credit** towards monitoring services.

Have a referral? Contact your local branch or email **info@firstalarm.com**

All referral information will be kept confidential. First Alarm will not give, rent, or sell information to anyone, ever.

\$99 Fall Tune-Up

Call your local branch office to set up your Fall Tune-Up!

- Complete test & inspection of the system.
- Adjustments to devices as needed.
- Check of main back-up battery.
- Check of decals, yard signs and replacement if necessary.

*Residential and small business customers only. Additional repairs will be charged at regular service rates. **Battery replacement at an additional cost.