

FOR IMMEDIATE RELEASE

May XX, 2007

Editorial Contact: Richard Hahn
(716) 560-5439 (rich@richardhahn.com)

Mission 500 Raises \$36,000 at Inaugural Launch in Mexico

Mission 500, an important non-profit initiative focusing its efforts on the security industry and dedicated to serving the needs of children and communities in crisis raised an amazing \$36,000 at its inaugural launch during Expo Seguridad Mexico 2007 in Mexico City.

The goal of Mission 500 is to sponsor 500 needy children through World Vision's child sponsorship program. One hundred percent of the funds raised are channeled directly to World Vision. The globally renowned humanitarian organization provides food, clothing and education to those truly in need.

Coinciding with ALAS' (Latin America Security Association) 10th anniversary gala dinner, Mission 500 was launched to the local Mexican industry, with many global manufacturers present. During the gala dinner, Expo Seguridad show organizers presented a World Vision representative with a check for \$5,000.00 from show proceeds to help street children in Mexico. In addition, Samsung GVI donated a 42" plasma screen TV as a door prize for which almost everyone made a cash donation, which raised another \$1,100.00.

In presenting World Vision with the check, Andrea Ferrando of Expo Seguridad and public relations coordinator for Mission 500, indicated, "There are over 50 million people living in poverty in Mexico, 10 million are children, many of whom live on the streets in sub-standard living conditions. It is our duty as a company doing business in Mexico to raise awareness of their plight, and contribute in any way we can."

Alan Forman, president of Altronix, then upped the ante and challenged the audience to sponsor 30 children in which case he would match the money and donate \$10,000.00. The audience obliged and at number 22, Rodolfo Montes of Inalarm raised his hand and offered to sponsor 8 children to reach the target. Richard Chace, executive director of SIA donated \$5,000 and George Fletcher of DMF Consulting also contributed with another \$5,000.00 to reach a total of over \$36,000.00. This will provide sponsorships for 100 children.

Forman added, "As a company, we are active in supporting other charitable causes, but we cannot be indifferent to this suffering. We all have to do something and this is our way of making a difference."

For more information on contributions or sponsorships for Mission 500, visit www.mission500.org or contact George Fletcher at: pr@mission500.org or telephone +1-786-276-7110.

###

Led by George Fletcher and Andrea Ferrando, a group of security industry veterans and volunteers launched Mission 500 in April 2007, an important non-profit initiative dedicated to serving the needs of children and communities in crisis.

Mission 500 was originally conceived in the late '90's by Tronex International. Its objective was to reach a goal of sponsoring 500 needy children through World Vision's child sponsorship program. The company, staff, suppliers, and customers worked together towards a common goal of "giving something back" to the community and the markets they served; others just wanted to help make a difference in a child's life.

Because of the group's intimate knowledge of the security industry, they have focused their efforts on this industry. There are eight Advisory council members, comprised of a number of Security Industry veterans who also volunteer their time to lead Mission 500 toward its goal. This group includes: Ron Spiller, Les Gold, Andrea Ferrando, Alan Forman, Rich Hahn, Marc Mineau, Craig Robinson and George Fletcher.