

FOR IMMEDIATE RELEASE

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Mission 500 Raises over \$12,000 for Children in Need and World Vision at ISC West

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, featured a silent auction at the ISC West event in Las Vegas and raised over \$12,000.

New sponsorships and the funds raised, increases the number of sponsored children to over 200 as Mission 500 moves toward its goal of sponsoring 500 children.

The silent auction featured sculptures valued between \$2,500 and \$8,000 that were donated by World Vision and artist Barry Johnston. Alan Forman, president of Altronix placed the highest bid on the "King Lear" statue and is the proud new owner. Vince Galdi of LRG Marketing Communications bid on two items and took home "Wedlock and First Kiss" and Steve Taphorn of Sylmar California placed the highest bid on "Little Romantic Notion".

Reed Exhibition, organizers of the ISC West Expo made a \$5,000 donation at the show and provided Mission 500 with ads, editorial and a prominent place in the show directory, Show daily publication and other pre-show marketing.

"The ISC events' support of Mission 500 allows us an opportunity to give help those in poverty," said Ed Nichols, industry vice president of the ISC portfolio of events. "We are proud to support such a well-respected organization that is changing the lives of children in need around the world."

Other cash donations were received by Joseph Yannick of Cephalon, Inc. Holly Sacks of HID Global from and George Gunning of USA Alarm Systems Inc. Additionally 5 individuals chose to support the cause by signing up for an individual child sponsorship: they are Charile and Ali Ballantyne (Las Vegas, Nevada), Bob English (Pontiac, Michigan), Javier Cortez (Caracas, Venezuela), and Steve Taphorn of Sylmar California.

Panasonic generously donated a 42" Plasma TV. The lucky winner of the business card draw was David McClure of Henry Bros. Electronics Inc of Irving, Texas. Security Sales and Integration provide time for George Fletcher, one of the members of the Advisory Board to show a presentation of Mission 500 visiting street kids in Mexico last year and announce the silent auction during the Sammy Awards.

Corporate sponsors and donors toward Mission 500 include Altronix, Bollide, Bosch, California Alarm Association, HID Global, GE Security Latin America, Giprex Mexico, Inalarm Distribution, ISC West, LRG Communications, Expo Seguridad Mexico, Panasonic, SIA (Security Industry Association), Samsung GVI, Security Systems and Integration, Security Products Magazine, Ventas de Seguridad, and Quaddrix.

The goal of Mission 500 is to sponsor needy children through World Vision's child sponsorship program. It is a volunteer-driven initiative that channels one hundred percent of the funds raised

directly to World Vision. The globally renowned humanitarian organization provides food, clothing and education to those truly in need.

For more information on contributions or sponsorships visit www.mission500.org or contact George Fletcher at pr@mission500.org.

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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, Richard Hahn, Marc Mineau, Craig Robinson and George Fletcher.