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Mission 500 Raises Support to Sponsor 70 More Children at Expo Seguridad Mexico

With the help of an auction and corporate sponsors, Mission 500, a non-profit initiative focused on the security industry that is dedicated to serving the needs of children and communities in crisis, raised funds to sponsor 70 more children at Expo Seguridad Mexico.

The auction featured a variety of consumer electronic products donated by corporate sponsors, including Bollide, GE Security, Giprex, Samsung GVI, and Syscom.

Former Miss Mexico Lety Murray emceed the event and helped motivate an audience of almost 300 people to rally behind the Mission 500 cause. Two well-known Mexican personalities, actress Evangelina Elizondo and Miguel Angel Cornejo, participated in the auction and donated items that included a painting by Elizondo and Cornejo's Executive Coaching Program. Giprex, organizers of Expo Seguridad Mexico, and Ventas de Seguridad also made a \$10,000 donation from the proceeds of ticket sales for the dinner. Alan Forman of Altronix bid on a Samsung 32 LCD TV and committed to 40 child sponsorships in Mexico. Mark Nesmith, Director of International Sales at DSC committed to 10 child sponsorships.

"Expo Seguridad will continue to support Mission 500 and it's work in helping children in Mexico," said Andrea Ferrando, Director of Marketing for the event. "We are thrilled that we have been instrumental in this endeavor, having helped launch it two years ago here in Mexico. We are impacting the lives of over 100 children in Mexico alone and we encourage all of our exhibitors to add their support".

Corporate sponsors and donors toward Mission 500 include Altronix, Bolide, Bosch, California Alarm Association, DSC (a Tyco company) HID Global, GE Security Latin America, Giprex Mexico, Inalarm Distribution, ISC West, LRG Marketing Communications, Expo Seguridad Mexico, Panasonic System Solutions Company, 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. The volunteer-driven initiative channels one hundred percent of the funds raised directly to World Vision, a globally renowned humanitarian organization provides food, clothing and education to those truly in need. New Mission 500 sponsorships and fund raising events has increased the number of sponsored children to **over 270** moving closer to the charity's goal of sponsoring 500 children.

Expo Seguridad Mexico was held April 21-23 at Centro Banamex in Mexico City. The auction was part of the Award Dinner on Wednesday night.

After Expo Seguridad Mexico, three Giprex staff members accompanied Rich Mellot (President) and Cesar Gonzalez (V.P International Sales) of DigiOp visited a World Vision area development project on the outskirts of Mexico City.

The visit, on Friday, April 24, was to a community center where mothers can come and enroll in classes that include PC training, hair and beauty styling, basic health care and other life skills to help better prepare and educate them to seek work. Children also go there and are given tuition and basic health care. Many of the children present are currently sponsored and at least 6 that were not were all "adopted" on the spot by DIGIOP and Giprex.

Over 20 mothers and 50 children including many new borns received candy, school supplies and an assortment of toys given out by the visiting group.

Rich Mellott, who was very touched by what he saw, later stated 'I must thank you personally for inviting Cesar and I to share in this heartrending experience. The visit with Mission 500 was the start of what I hope are many more trips to extend support to the less fortunate population throughout Latin America."

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.