

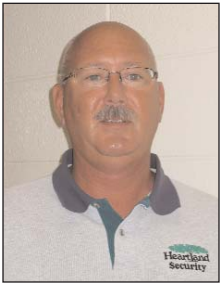
Security

“protecting what matters most”

Vol. I

Can you put a price on **PEACE OF MIND?**

More than just burglary alarms



Guy Adams,
Heartland Security
Manager

With summer drawing to a close and the beautiful fall season just around the corner, Heartland Security Services would like to thank our current customers for allowing us to serve them.

Each year Heartland Security hears various comments from our customers, in regards to just how much they enjoy having that “peace of mind” that a security system can offer.

So far 2006 has been a good year. Heartland Security has grown to over 3,000 customers. With our growth, we are providing service not only to residential customers, but also commercial, agricultural, seasonal and medical accounts. For many of our customers they not only have a home that they need protected, but they also have their business. Knowing that their business, farm, cabin and/or medical need are met is a responsibility that Heartland Security takes very seriously.

I would like to briefly comment on a topic that has gotten a lot of attention in the year, Voice over Internet Protocol (VoIP). VoIP is a new technology that some cus-

tomers are considering. VoIP works by sending phone calls over the same broadband DSL or cable modem line they use for their Internet connection. Security consumers who have monitored alarms systems must be sure to check with Heartland Security before installing VoIP because most alarm systems communicate over standard telephone lines, new VoIP service must be compatible with the system used by Heartland Security. For customers who are considering the VoIP option, we ask that you please check with us before you install this option. Security systems are more than just burglar alarms.

Security systems reduce crime in commercial settings. Businesses without alarm systems are 4.5 times more likely to be burglarized than those that have an alarm system.

Source: Commercial Security: Burglary Patterns and Security Measures, Metrica, Inc.

Of all uncompleted burglaries, 74% can be credited to an audible alarm.

Source: Securing Home and Business, Hakim and Blackstone.

Our customers have the “Peace of Mind” that a security system offers.

Voice over Internet Protocol

How does VoIP affect my security system

What is VoIP?

Voice over internet protocol allows conventional voice telephone service over the internet. This service is typically provided by cable TV companies.

How is VoIP different?

- The dial tone is simulated by equipment the cable company installs in the home.
- The actual line voltage that provides power for premises phones is not the same as that provided by a telephone company. VoIP line voltage is much lower and come from the cable company's equipment, which is installed and powered from an electrical outlet in the home. This means the customer typically loses phone service during a power outage, unless the cable company is connected to a backup battery or an uninterruptible.

How does VoIP affect security system reporting?

- System set up to monitor the phone lines will report a phone line failure locally.
- Calls to the central monitoring station may be unsuccessful since the operating characteristics of VoIP are very different from a conventional phone line. Independent testing results show security industry reporting formats are inconsistent on VoIP lines, however the SIA format typically performs better.



Safety First

Top 10 Steps to a more secure home & safer community

- Make communication your family's highest priority. A family stays tuned to itself first, not the TV or the Internet.
- Teach your children respect for themselves and for others.
- Acknowledge your children's fears. Remind children it's a parent's job to keep them safe and that you'll protect them.
- Walk the neighborhood with your family to help children become aware of their surroundings. Teach them when to avoid strangers and where to find a safe place in an emergency.
- Build self-esteem. At all ages, children react better to approval and affection.
- If you own firearms, protect your family and your community by locking them up. Gain maximum security by storing your ammunition in a safe location away from firearms.
- Get to know your neighbors. Don't let fences wall you off from relationships with the neighbors around you.
- If you know of someone with a substance abuse problem, don't look the other way. Help them get help. You can make a difference.
- Practice fire safety. Talk with your family about the best response in the event of a fire — including how to call 911 for help after exiting the home.
- Minimize risks that threaten your financial security. If someone makes you an offer on a product or investment that seems too good to be true, it probably is. Always verify a company's references through a reliable source.



Our service territory

Testimonial Winner

Spreading the GOOD NEWS

WE DEPEND ON OUR SYSTEM. We feel safe when we travel. Our system efficiently and carefully monitors our home. Thank You!
- Willard and Mary Ann Pitzner

Important Notes

Update your call list

Who is on your call list?

If you have not updated your call list lately now might be a good time. Call 1-800-858-7811 to update your call list.

Automatic Bank Payment Option

If you would like to take advantage of Automatic Bank Payment Withdrawal please call (888) 264-6380.

Current Promotions

REFER A FRIEND TO HEARTLAND SECURITY AND SAVE YOURSELF SOME \$\$\$

If you refer a friend to Heartland Security you will receive: TWO MONTHS OF FREE MONITORING AND YOUR FRIEND WILL RECEIVE \$100 OFF THE PURCHASE OF A SECURITY SYSTEM.



CALL FOR MORE DETAILS 888-264-6380.

Testimonial Offer

WE WANT TO HEAR YOUR STORY

YES! I want to tell others about Heartland Security Services. I understand I will receive 4 months of FREE monitoring if my testimonial is used in an ad or newsletter article.

Name: _____

Address: _____

City/State/Zip: _____

Comment(s): _____

Please return to:
Heartland Security Services, PO Box 40, Melrose, MN 56352