



FOR IMMEDIATE RELEASE

**KELLY LACY OF DEFENDER DIRECT, INC. NAMED A FINALIST IN THE
STEVIE AWARDS FOR SALES & CUSTOMER SERVICE**

INDIANAPOLIS – February 23, 2010 – Kelly Lacy of DEFENDER Direct was named a Finalist in the Customer Service Leader of the Year category in the 4th annual Stevie Awards for Sales & Customer Service.

Lacy is a fairly new contributor at DEFENDER Direct, having joined the company in February of 2009. In this relatively short amount of time, Kelly has had tremendous impact on customer service quality. Kelly does a terrific job educating and motivating new customer service agents. She is a top-notch trainer and facilitator who elevates the quality of the DEFENDER training team through her enthusiasm and professionalism. Kelly Lacy is a true leader at DEFENDER Direct, Inc.

“Last year we really focused our efforts on improving the customer experience at DEFENDER,” said Chief Marketing Officer, Marcia Raab. “Kelly Lacy has played a huge role in making these improvements. Not only has the quality of our training improved, but the morale on the customer service team is at an all time high. Her enthusiasm and positivity are contagious, making her a great leader on this team.”

The Stevie Awards for Sales & Customer Service is an international competition recognizing excellence in disciplines that are crucial to business success. The Stevie Awards organize several of the world’s leading business award shows including the prestigious American Business Awards.

Stevie Award winners will be announced during a gala banquet on Monday, February 22 at the Eden Roc Renaissance Hotel in Miami Beach, Florida. More than 500 entries were submitted to this year’s competition. There are 27 categories for customer service professionals and 41 categories for sales professionals.

Members of the Awards’ Board of Distinguished Judges & Advisors will select Stevie Award winners from among the Finalists during final judging later this month. Finalists were chosen by business professionals worldwide during preliminary judging.

About DEFENDER Direct, Inc.

DEFENDER Direct, Inc. is an authorized dealer for such prestigious brands as ADT (www.protectyourhome.com) and Dish Network (www.enjoybettertv.com). Founded in 1998 in the spare bedroom of Chairman & CEO, David Lindsey’s home, DEFENDER is now recognized as the #1 ADT dealer in the country and ranks among DISH Network’s Top 5 dealers in the country. DEFENDER markets, sells, and installs new products and services to homeowners throughout the U.S. and Canada. For more information please visit the company website www.defenderdirect.com or call 1.800.860.0303.

About The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and The Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at <http://www.stevieawards.com>.

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