

THE A NEWSLETTER FROM DIAL ONE SENTINEL

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WINTER 2004



John Lindberg, President

Greetings!

Happy Holidays! I hope this issue of *The Sentinel* finds you happy and healthy this holiday season.

Let me take this opportunity to thank each of you for your business. 2004 was a good year for Dial One and we

certainly hope the same is true for you.

With the holidays upon us, I hope you will take a moment to look through this issue and ponder the blessings you have. To help you protect the things you hold dear, our newsletter is a resource for safety and security issues in our community as well as our way of informing you of the latest offerings from Dial One.

As always, if you have any questions or comments about the newsletter, please call me at (513) 527-4400.

Sincerely,

John Lindberg
John Lindberg

HOLIDAY BUSINESS HOURS:

This is the time of year when most businesses observe special hours and/or closures. If this is the case for your business, please take a moment to notify the Central Station or the Dial One Security office as soon as possible.

Letting us know about special hours now will prevent needless notifications later (e.g. your business failed to open this morning) while you are enjoying your time off.

We wish everyone a safe and joyous holiday season!

Central Station: (513) 921-4300
Dial One: (513) 527-4400

DIAL ONE DONATES SECURITY SYSTEM TO NEIGHBORHOOD ORGANIZATION

Dial One is proud to have participated in the construction of one of the first SCATT houses in the Butterfield Place subdivision in Madisonville. Dedicated earlier this year, the house was sold to raise funds for college and technical school scholarships.

SCATT, an acronym for Students Concerned About Today and Tomorrow, is a neighborhood teen organization dedicated to improving Madisonville through community service, education and teaching young people the leadership skills they need to succeed. The group began in 1991 after the shooting of a drug dealer in the neighborhood by police. A few students and community leaders concerned about their neighborhood's image began meeting and raising funds for projects to show the city that they "can do more than just play basketball." Today SCATT boasts a series of scholarships and training programs.

One of the group's founders, J.J. Johnson-JioDucci, an assistant vice president at Key Bank, developed the idea of building homes to rejuvenate the area as well as to raise money for SCATT's scholarships. Before long, a four-acre site had been found and the owner convinced to donate the land to SCATT. With a few grants and large donations, construction was soon under way.

The construction of the house was a collaborative effort of several trade contractors, builders, realtors and the City of Cincinnati. Dial One donated a state-of-the-art security system as well as the installation by Dial One technicians.

"I'm thrilled that our company was able to contribute to such an important project," said John Lindberg, president of Dial One. "As a member of the Madisonville business community we truly believe in SCATT's vision of bringing good, safe housing to this neighborhood."

All told, SCATT is hoping to net approximately \$125,000 from the construction and sale of 16 homes



Dial ONE
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NEWS & NOTES

DIAL ONE WINS HONEYWELL COMMUNITY SERVICE AWARD

Since the summer of 2004, Dial One has been the sponsor of the CitizenObserver.com alert network for the cities of Cincinnati, Deer Park and Florence. The network allows businesses and individuals to receive police-issued alerts via fax, e-mail or PDA device in order to stay informed regarding neighborhood watch information, unsolved cases, fugitives and other criminal activity in a specific area.

Dial One's sponsorship of CitizenObserver.com makes the technology available to police and residents at no cost to the department or the public.

Honeywell recently recognized this valuable community contribution by awarding Dial One the *Honeywell Community Service Award for 2004*.

DIAL ONE NAMED INTERSTATE BATTERY OHIO DEALER OF THE YEAR

As a top seller of Interstate batteries, Dial One has been named the *Interstate Battery Ohio Dealer of the Year* by the company. Each alarm control panel installed by Dial One comes with an Interstate battery, and every time a technician replaces a current battery it also comes from Interstate.

Dial One is proud to be an environmentally responsible company, particularly when it comes to battery disposal. Every time a battery is replaced, Dial One sends the old battery to a recycling center rather than simply sending it to a landfill.

DIAL ONE BECOMES BOSCH/RADIONIC AUTHORIZED DEALER **BOSCH**

Dial One is proud to announce that the company has become a full-service authorized dealer for the Bosch/Radionic line of security products. Bosch is one of the most recognized and respected names in security.

Furthermore, Dial One technicians are now certified to install and/or service the full line of Bosch products. If you are interested in learning more about the Bosch line, or if you would like to add any Bosch products you currently use to your service contract, please contact your Dial One representative.

CONSIDERING VOIP? CALL US

One of the hot new trends in business and personal communication is VOIP, or Voice Over IP. This technology allows your telephone calls to be carried over your Internet connection rather than over traditional phone lines.

If you are considering VOIP please call us before making the switch. We will test the compatibility of your alarm system with VOIP and rewire if necessary. Not all alarm systems are compatible VOIP, so avoid potential headaches and check with us first by calling us at (513) 527-4400.

DIAL ONE NOW CARRIES X10 TECHNOLOGY

Dial One now carries X10 compatible control panels. X10 technology allows for remote operation of a number of household items. For security and fire alarm purposes for example, the control panels can be programmed to turn on all lights in the event of a fire alarm. Another possibility is to have exterior lights flash whenever a security device is triggered.

To learn more about this technology and how you can add it to your alarm system, contact your Dial One customer service professional.

For more information on any of these stories, please call us at (513) 527-4400.



CINCINNATI CRIME RATES REMAIN CONSTANT

Like all major cities, Cincinnati has its share of serious crime. The good news is that crime rates do not appear to be on the rise. The bad news is that crime rates are not falling either.

From January through October of 2004, Cincinnati police reported 22,720 "Part 1" or serious crimes, which include burglary, aggravated assault, larceny, auto theft, robbery, rape and murder. At this rate, total crime for the year will fall just slightly below the 2003 total of 28,633 crimes committed.

The chances of being a crime victim drop significantly with the installation of a security system. Contact Dial One at (513) 527-4400 to schedule a consultation for your home or business.



RANDY'S REMINDER

There is no other way to say it: Smoke alarms save lives.

Your smoke alarms are some of most important pieces of safety equipment you will ever own. In case of a fire, early detection is the key to survival. These relatively simple devices have only one purpose: alert you to a fire in its earliest stages and get you out alive.

Like any tool, however, your smoke alarms must be properly installed and maintained to perform at peak efficiency. Here are a few tips to help keep you and your family safe:

- Smoke rises, so alarms should be installed on or near the ceiling.
- Install at least one alarm on every level of your home, including the basement.
- Alarms should be placed in hallways adjacent to bedrooms and near stairways.
- It is a good idea to install extra alarms in individual bedrooms.
- Avoid placing alarms too close to furnaces,

bathrooms and kitchens where they may be triggered by steam. Regular false alarms only encourage family members to ignore the warning.

- Test alarms regularly using smoke from a candle, incense, cigarette, etc. If the alarm fails, clean it and replace the battery. If it still doesn't work, replace the alarm immediately.
- Clean your alarms regularly using your vacuum cleaner with the soft brush attachment. Dirt and dust can clog the smoke sensor making the alarm less effective.
- Replace batteries at least once a year. I usually recommend doing this at the fall time change (it's easy to remember). So if you didn't change your batteries in October, there's no time like the present.

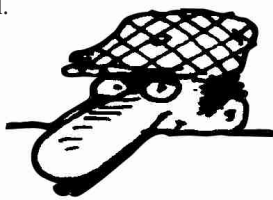
It is especially important to monitor your alarms during these winter months when heating devices, candles and holiday decorations are in use, increasing the risk of fires. With a little basic maintenance, you can rest easy.

BURGLARY BLUNDERS

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WHO WERE THOSE MASKED MEN?

It's a bank robber's dilemma: He needs to put on his mask soon enough so no one can see his face, but not too soon. In unrelated attempted bank robberies in Hampstead, N.C. (Carolina First Bank, September), and Versailles, Ill. (Farmers State Bank, June), alert employees merely walked over and locked the doors when they spotted men approaching the banks wearing, respectively, a ski mask and a face-covering stocking. The police were quickly called in both cases, and suspects were in custody minutes later. [WECT-TV (Wilmington, N.C.), 9-28-04] [Springfield Journal-Register-AP, 6-30-04]



QUICK "CHANGE" ARREST

Accused bank robber Stephen C. Jackson, 35, was arrested after violating the rule that a criminal on the lam should try to keep a low profile. He was spotted standing calmly at the Ultimate Car Wash in Lakewood, Ohio, on Aug. 18 feeding one red-dye-stained dollar bill after another into the coin changer, which bystanders found suspicious in that his pockets were bulging with quarters (about 1,800 in his trousers). Police tied him to the robbery earlier in the day of a Charter One bank in Cleveland. [Plain Dealer (Cleveland), 8-25-04]

OUTLAW BIKERS

Two men were arrested in Dearborn, Mich., in July and charged with robbing a Bank One branch, done in by a glitch in their getaway plan. They had hopped on mountain bikes to make their exit (which bank robbers have used with success from time to time), but they were apparently unfamiliar with the concept of a gearshift, and both men rode away in first gear (or perhaps second), so slowly that one witness followed them easily on foot, and a bank guard got close enough to shoot one of them in the arm. They were quickly arrested. [MSNBC.com, 7-15-04]

OVER CONFIDENT & UNDER FUNDED

A man named Ian Fleming, 33, was arrested in September in New York City after he attempted to deposit bogus, computer-generated checks into his account at a Commerce Bank in Forest Hills, in the amounts of, respectively, \$5 billion and \$6 billion. Police said that the week before, Fleming had done a trial run by successfully depositing bogus checks in the amounts of \$350 and \$1,300 and thus probably felt he was ready to move on up. [New York Post, 9-19-04]



Randy Johnson is a senior service technician with Dial One. He has been with the company for 15 years.

PRIVACY POLICY

Dial One respects your privacy. We will never sell or disclose our customer information to third parties. This includes e-mail addresses and phone numbers.

For a complete copy of our privacy policy, see www.doges.com/customer_service/privacy.htm.

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If you have any questions or suggestions that you would like us to address in this newsletter, let us know. You can write to:

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*Wishing you a safe and secure holiday season.
Thank you for your business!*



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