



**Take Control. Get Connected. Stay Protected.**

“The day we got broken into was the scariest day of my life.

I'm a single mom and NOTHING is more important than my children's safety – it's my #1 priority!

Thankfully, we were away from home when the break-in happened – I think he had done his research and knew we didn't have a security system. If I was home it may not have happened, but as a single mom with two little ones, I couldn't take the chance it would happen again.”

I did a lot of research, and LifeShield was the only one that would protect my whole home. So I made the decision to call LifeShield and it was the best call I ever made.”

– Roberta Finley, single mother of two & LifeShield customer



# LifeShield: Home Security Redefined

*Finally you can get superior protection for your whole home.*

Most security systems are still doing the same thing they've done for decades: offering minimal protection at a high cost. LifeShield is different. It operates with state-of-the-art technology that detects activity throughout your home. You can be notified instantly when any protected door or window is opened, closed, or broken, and you can easily add sensors as your home and family grows.

With LifeShield's professional monitoring services you can protect your home and family from:

- ✓ Burglary
- ✓ Fire
- ✓ Carbon Monoxide
- ✓ Freezing
- ✓ Flood
- ✓ Medical Emergencies

**All for about 1/2 the cost of other home security companies.**



*Burglary*



*Medical*



*Carbon Monoxide*



*Fire*



*Flood/Freezing*

## Why LifeShield?



### 4-Layer Backup Protection

Traditional hardwired security systems usually have only one link to the outside world. If an intruder cuts that link, the whole system goes down. LifeShield can have up to four layers of security: Internet, phone, and cellular connections, plus a battery backup. You're protected no matter what.



### Customizable Home Security – From Anywhere

LifeShield gives you an unprecedented level of control over your home security with LifeView™, a **FREE** service that's accessible no matter where in the world you are. Manage user codes, set up text or email alerts to send you messages, view pictures and live video clips with our advanced camera service, and even view recent events, all from your computer or mobile device.



### Security That's Always On

What happens if an intruder destroys your security console? On many systems, that could result in system failure – in less than 30 seconds. With LifeShield's intelligent system you get multiple control centers that send a signal if your main console is compromised. It's security that makes it virtually impossible to defeat.

 *LifeShield keeps protecting what you love – no matter what happens.*

# Modern Technology, Modern Security

*Most security systems offer the same old technology.*

There are lots of security companies out there that will gladly tell you about “their” systems. But here’s what they don’t tell you: what they’re trying to sell you is the same thing that lots of others sell, just with a different name. It’s old technology that was developed decades ago, and it hasn’t been updated since. LifeShield is 100% proprietary technology. With 20 patents on the world’s first all-digital home security system, which was built from the ground up to offer advanced protection that’s years beyond traditional systems. LifeShield comes from years of meticulous research and engineering by many of the same people responsible for the patents behind the 911 system used throughout the United States.

## Where other systems fall short:

- One layer of protection (phone)
- Fails if single control panel or wires are damaged
- Limited remote monitoring for a high monthly fee
- Fire protection that costs hundreds more

“Advanced features such as highly-customizable text message alerts, a robust Internet and mobile based control panel, and ability to setup separate codes for each person with access to your home, set LifeShield security apart from any other alarm company. When you combine the features, fast response time, and amazing customer service, LifeShield Security was an excellent investment.”

– Nick, Oneida, NY  
LifeShield Customer

## New Proprietary Technology from LifeShield™

- Up to Four layers of protection (Internet, phone, and cellular, plus battery backup)
- Multiple control centers for complete redundancy, so it’s virtually impossible to defeat
- Arm/Disarm, setup email and text messages control access, and much more right from your computer or mobile device - from anywhere in the world for **FREE**
- Fire, carbon monoxide, flood and temperature monitoring for **FREE\***



\*May require additional hardware purchase

 Get state-of-the-art protection. Get LifeShield.

# Getting The Signal Out – Without Fail

*LifeShield stays on when you need it most.*

Traditional hardwired security systems usually rely on your home's telephone lines to send out a signal to the monitoring center. If your home loses power or an intruder cuts your phone lines, you're no longer protected. The makers of LifeShield know that your home and family or small business are too important to rely on just one layer of protection. That's why the system was built with up to four layers of protection,\* not one.



**PROTECTION LAYER ONE: Internet Connection** – With the Home Essential Kit you get the power of high-speed internet, so that LifeShield has the ability to quickly relay critical information back to LifeShield's monitoring center. This gives LifeShield's experts the ability to deliver the fastest monitoring response time in the industry.



**PROTECTION LAYER TWO: Cellular** – In the unlikely event that your power goes out, the Internet goes down, and your phone lines are cut, LifeShield can still stay on, transitioning to cellular technology\* to maintain the connection to the monitoring center.



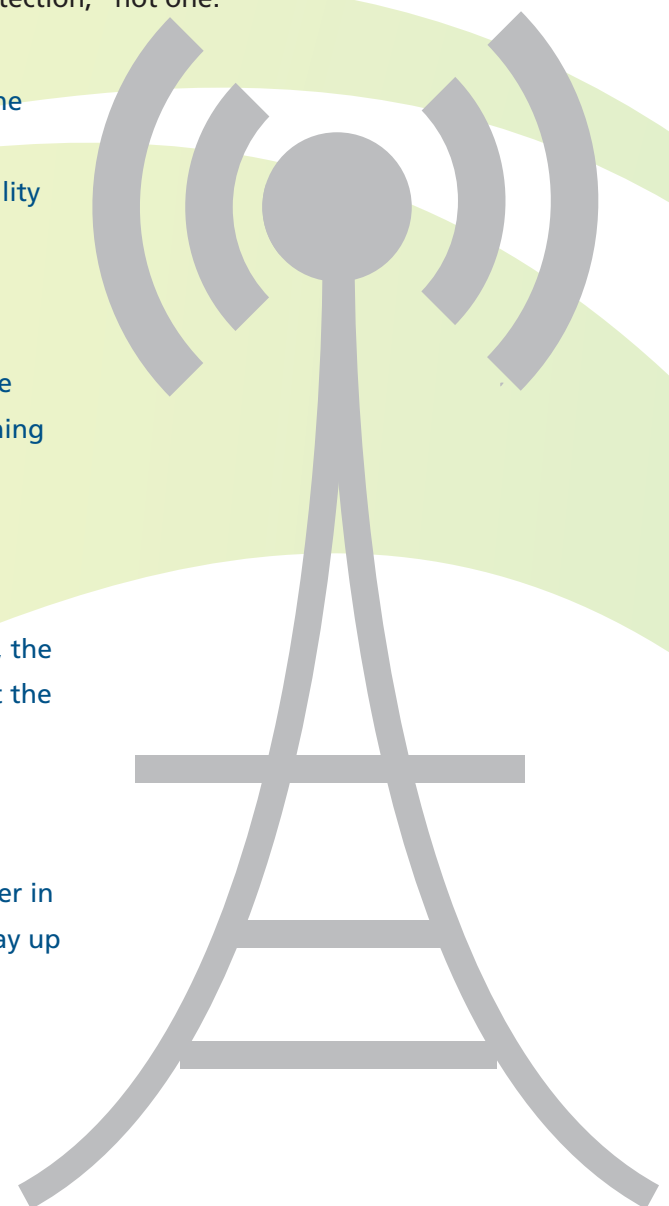
**PROTECTION LAYER THREE: Home Phone Line** – If your Internet connection goes down, the smart controllers in LifeShield can automatically switch to your home phone line to get the signal out. It's another option to keep you safe – not the only option.



**PROTECTION LAYER FOUR: Battery Backup** – Every single LifeShield sensor and controller in your home is connected to a battery supply. Even if you lose power, your system will stay up for more than 72 hours on a single charge.

\*Requires the additional purchase of GSM gateway for systems that are not cellular ready

 *LifeShield stays on – no matter what.*



## *LifeShield's proprietary system gives powerful protection for your home.*

Other security systems only offer minimal coverage, using antiquated technology that hasn't been updated in years. In fact, criminals refer to them as "toy" systems. They can be defeated in just seconds, and criminals don't even consider them a challenge.

With LifeShield, you can get full home protection from the latest technology in home security. Multiple central controls make the LifeShield home security system virtually impossible to defeat. That's right - even if a criminal damages the LifeShield console, one of the other control centers can continue to send out your emergency signal to notify the monitoring center. Just another way LifeShield outsmarts criminals and the competition!



### **ADDITIONAL PROTECTION**

- **Cellular Backup** – The LifeShield Cellular Gateway keeps your security system operational even if, simultaneously, your telephone line is cut, your Internet connection goes down, and your power goes out. With the Cellular Gateway, there's virtually no way for an intruder to defeat LifeShield.
- **Wireless Home Cameras** – Place LifeShield's Wi-Fi Homeview Cameras virtually anywhere in your home, and you'll get a view of anything that happens, including snapshots and video clips from the advanced camera service. Freedom from wires allows you to monitor more places, and that's more peace of mind for you.
- **Temperature/Water Sensors** – Place sensors near your hot water heater or washing machine, and monitor for the presence of water. Send yourself a text message or have the monitoring center call you if a problem occurs.



# Full Home Fire Protection

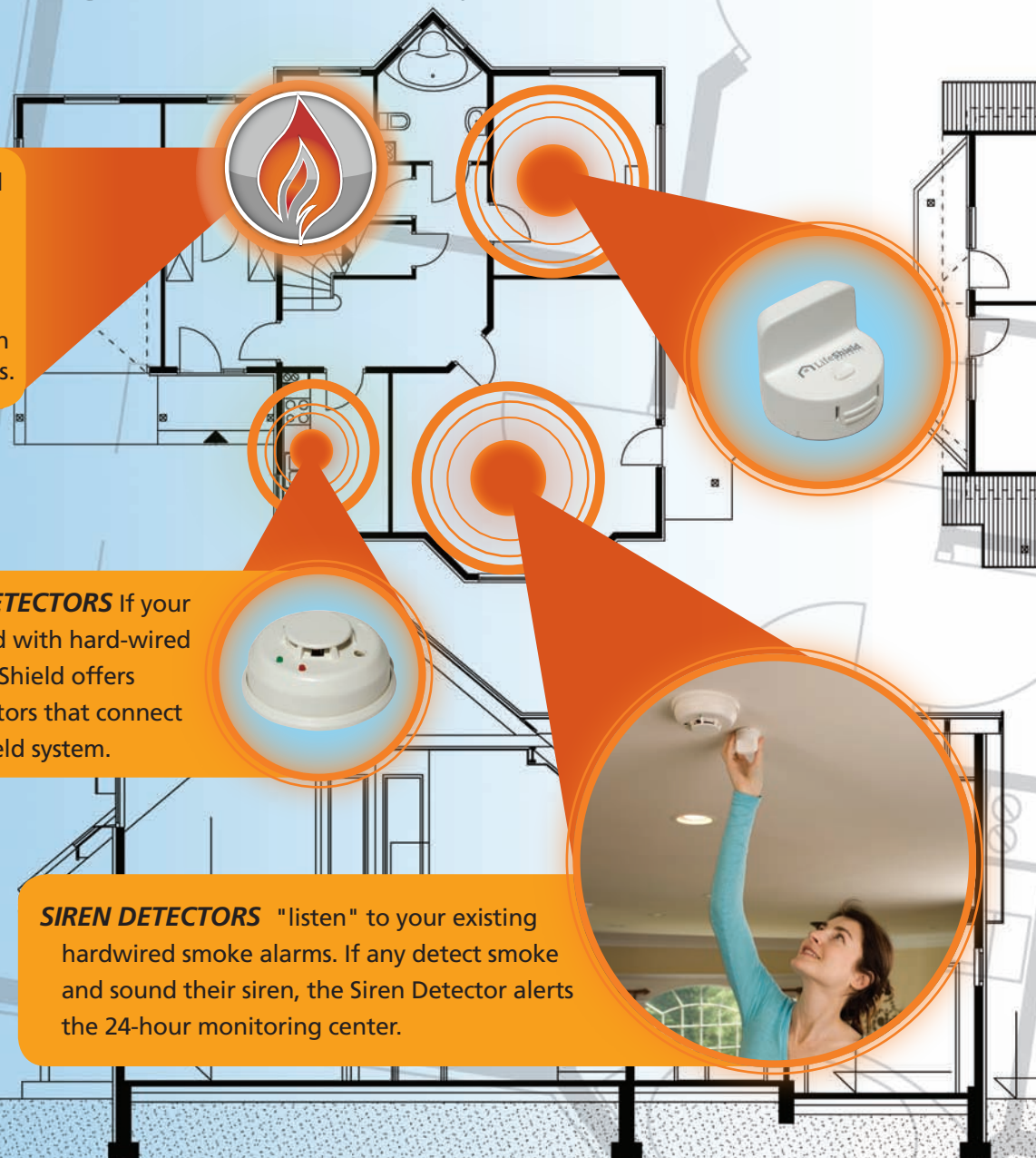
*LifeShield can give you affordable full home fire protection with the patented siren detector. This can save you money by using the existing smoke detectors in your home.*

Fire is a greater danger than burglary because of the potential for loss of life and home. Existing smoke alarms will wake people up, but they won't call the fire department. Only LifeShield provides affordable whole home protection.

Unlike other security companies, LifeShield already includes fire monitoring with the professional service. With other home security companies, fire monitoring is an additional monthly cost. With LifeShield, it's included **FREE** in all monitoring plans.

**WIRELESS SMOKE DETECTORS** If your home is not equipped with hard-wired smoke detectors, LifeShield offers wireless smoke detectors that connect easily to your LifeShield system.

**SIREN DETECTORS** "listen" to your existing hardwired smoke alarms. If any detect smoke and sound their siren, the Siren Detector alerts the 24-hour monitoring center.



# Security That Stays With You

*LifeView™ keeps you connected to your home and family from anywhere in the world.*



The time that you really want to control your home security system is when you're away from home – to check on the kids, to let a contractor in, or just to make sure that everything is okay. LifeView gives you the power to do all this and more, no matter where you are.

With LifeView, you can control LifeShield from any internet-connected computer, SmartPhone device, or any internet ready cell phone for **FREE**.



STATUS

**Make LifeShield work exactly the way you want it to.** Add, delete, or change user codes on the fly. Set up **FREE** text or email alerts to let you know when events do or don't happen. Arm and disarm your system. Take total control of your home's security, even when you're not there.



CAMERAS

**View videos and take photos.** Make sure the kids are behaving, or check in on the contractor with the advanced camera service. You can choose between live, up-to-the-minute footage, or review a history of all video. If you see something that you want to save, take a picture of it and store it for later viewing – all remotely.



HISTORY

**See all recent events.** Get a list of every single time a protected door has opened or closed. Any time a trackable event happens in your home, stay on top of it – right from your cell phone or computer.



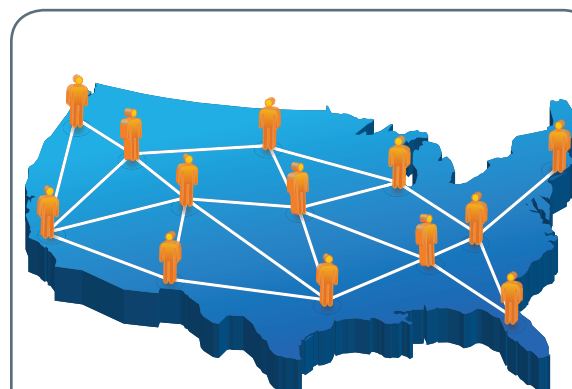
 *LifeView: mobile security for your on-the-go lifestyle.*

# The People Behind LifeShield

## National Monitoring

LifeShield's national footprint brings you breakthrough safety features and advanced services that most other security companies cannot offer.

LifeShield's monitoring service is provided by a 5-diamond certified monitoring center that has spent years developing proprietary databases and relationships with the authorities. That means that during an emergency, they know exactly who to call. With LifeShield, not a single second is wasted in getting you help.



*LifeShield cooperates with over 25,000 local police, fire and medical agencies in all 50 states.*



*Award winning monitoring center.*

## Leadership Team

### Michael Hagan, President & CEO

Mr. Hagan joined LifeShield, Inc. as President and Chief Executive Officer in December 2009. Prior to joining LifeShield, Hagan served as Chairman of the Board and Chief Executive Officer at Nutrisystem, Inc. In five years, he led a team that transformed the struggling \$27 million business into a leading weight loss provider that reached \$778 million in sales.

Mr. Hagan and his team focused Nutrisystem on direct to consumer e-commerce, and helped the company earn many distinctions, including Forbes magazine's #1 ranking of best public small companies in 2006. Prior to his success at Nutrisystem, Hagan co-founded Verticalnet, Inc., a technology firm that provides supply management software and also created and managed industry specific "vertical" marketplaces.

A Forbes magazine Entrepreneur of the Year winner, Mr. Hagan is also a two-time recipient of the Ernst & Young Entrepreneur of the Year award for the Philadelphia region.

Mr. Hagan received a BS from St. Joseph's University, and was formerly a Certified Public Accountant.

### Louis Stilp, COO & Founder

Mr. Stilp founded LifeShield, Inc. (formerly InGrid, Inc.) in 2004, and has raised over \$100 million in private capital for wireless technology ventures. Since the inception of LifeShield, Inc., he has led the company's efforts to build and distribute the next generation of digital security products and services.

Prior to founding LifeShield, Mr. Stilp founded TruePosition, the first and largest company in the wireless location market, involving the location of cellular phones for E911 and commercial applications.

Stilp is the sole and joint inventor of 47 U.S. patents (27 at TruePosition and 20 at LifeShield).

Mr. Stilp has a BSEE from Drexel University and an MBA from the Wharton School at the University of Pennsylvania.

### Shannon J. Dominello, CMO,

In December 2009, Ms. Dominello became a part of the LifeShield, Inc. team. She currently serves as the company's Chief Marketing Officer. Previously, Ms. Dominello served as Vice President of Marketing at Nutrisystem, Inc. She has also spent several years in the marketing agency business, serving a broad range of clients in the .com, finance, and fashion sectors. Ms. Dominello also has extensive experience in electronic retailing. In addition to 8 years of vendor experience with QVC, she also worked in the QVC broadcasting department. Her diverse experience also includes journalism news writing, TV production, and on-air talent in the Philadelphia and New Jersey areas.

Ms. Dominello is actively involved with the Direct Marketing Association (DMA), acts as an advisor for a variety of new products launching on QVC, and sits on the advisory boards for various direct marketing product start-ups.

Ms. Dominello received a BA from Temple University.

# The Word Is Out About LifeShield

“I can’t imagine ever having an alarm without the options and **FLEXIBILITY** of the LifeShield system.”

– Larry Velez, Bronx, NY,  
LifeShield Customer

“I am thoroughly thrilled with the LifeShield security system, and would **HIGHLY RECOMMEND** this product to anyone looking for a way to keep you and your children safe, and to feel more protected even in the safest of neighborhoods!”

– Jen, Whitinsville, MA, LifeShield Customer  
<http://www.mylifewiththecrazies.com/2010/11/lifeshield-security-system-review.html>

“When my home was burglarized it was really scary – definitely a wake-up call. I compared LifeShield to other home security systems on the market, but it was the only one that could **PROTECT MY WHOLE HOME** – including windows and other entryways.”

– Roberta, Dallas, TX  
LifeShield Customer

“The setup was as simple as promised. The hardware is top shelf. I love the **TREMENDOUS FEATURES** offered by the LifeShield system. My entire family is sleeping more sound at night knowing LifeShield is on the watch for us.”

– Gary, Hudson, NH  
LifeShield Customer

“It’s been over a month since we started using LifeShield, and we’re very happy with it so far. It’s integrated quite seamlessly with our routine and provides so many benefits, not to mention added **PEACE OF MIND**. As I learn more about this system, I am impressed with the levels of security and functionality that it provides.”

– Beeb, Seaside, OR, LifeShield Customer  
<http://www.contest-corner.com/life-shield/>

“I have been a police officer for 32 years and I can tell you, this is the **BEST SYSTEM** I have ever owned.”

– John, Kettering, OH  
LifeShield Customer

 Every day, LifeShield protects people like you.



In a recent consumer survey, LifeShield was rated  
**“Best Protection and Best Value”**  
among leading home security companies.

Based on a 2010 National Business Research Institute blind survey of ADT, Broadview  
and LifeShield products. Survey sponsored by LifeShield Inc.



**1-888-954-8339**



**[www.LifeShield.com](http://www.LifeShield.com)**

*America's Fastest Growing Security Company Providing Superior Protection In All 50 States.*