



Custom Alarm Wins Two Awards from GE Security in 2006: Best Wireless Fire Installation and Best Integrated Marketing Approach to Residential Customers.

Rochester, MN— April 11, 2007 – GE Security has named Custom Alarm of Rochester, Minnesota, the 2006 Best Wireless Fire Installation and Best Integrated Marketing Approach to Residential Customers award winner, citing Custom Alarm’s best practices for providing outstanding design, installation, leadership and service to commercial fire customers and residential marketing programs.

“Custom Alarm has demonstrated a strong commitment and exemplifies the spirit of creativity by using wireless fire safety products to overcome challenging commercial environmental factors. Custom Alarm deserves top honors for demonstrating the flexibility a wireless fire alarm system can bring to a difficult commercial project”, said Jeff Johnson, GE Security Pro Program Director.

“In addition, Custom Alarm has developed a very comprehensive and effective marketing program aimed at serving the security needs of residential market space, contributing greatly to the safety and security of businesses and citizens of their community. This is why they have been selected to win this year’s Best Wireless Fire Installation and Best Integrated Marketing Approach to Residential Customers awards.” Congratulations Custom Alarm!