



# NEWS RELEASE

## **FOR IMMEDIATE RELEASE**

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## **Hirsch Adds ADT as Channel Partner**

### **Government Business Drives Pact**

SANTA ANA, CA, [August 21, 2003]--Hirsch Electronics, a leading manufacturer of high security access control systems, announces the signing of a distribution agreement with ADT Security Services, Inc. With the agreement, ADT becomes an authorized Hirsch reseller, with non-exclusive rights to purchase, market, resell, install and service Hirsch products, while Hirsch further enhances its customer reach, adding another top-tier channel partner.

Federal government agencies have long specified Hirsch systems for their high security features, such as the ScramblePad® and ScrambleProx® multifunction terminals. Independently, contracts were awarded by many of the same government agencies to ADT to install these systems.

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“For years, Hirsch and ADT collaborated to ensure a successful installation and a satisfied customer, even without a contractual relationship,” said Lars Suneborn, Government Program Manager at Hirsch. “In support of these important government customers, ADT sent key personnel from their Federal Systems Division to the Hirsch Learning Center, and Hirsch provided demonstration systems for ADT’s Federal Systems Division headquarters. We found ourselves doing so much business together informally that we both sought the benefits of a formal agreement.”

“Although our relationship started with the government sector, we are excited about the prospects of the largest security distribution channel in the U.S. marketing our systems,” said John Piccininni, VP Sales for Hirsch.

#### About Hirsch Electronics

Hirsch Electronics Corporation manufactures high security access control and security management systems for worldwide markets. Hirsch products include Velocity™ Security Management System, DIGI\*TRAC™ controllers, and a line of intelligent keypads and readers-- ScramblePad®, ScrambleProx®, ScrambleSmart™ and BioSmart™. Hirsch has earned numerous industry awards for their integration of door control, alarm monitoring, video, enrollment, badging, graphics and database management. Hirsch Electronics is located at 1900-B Carnegie Avenue, Santa Ana, California, U.S.A., Phone: 949-250-8888, Website: [www.HirschElectronics.com](http://www.HirschElectronics.com).

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