

*This announcement appears as a matter of record only.*

**PROTECT Emergency Response  
Systems, Inc.**

has been sold to

**Lifeline Systems, Inc.**

We initiated the transaction,  
acted as financial advisor to,  
and assisted in the negotiations  
as the representative of  
PROTECT Emergency Response Systems, Inc.

**FOCUS**  
Enterprises, Inc.  
Investment Banking

**About PROTECT Emergency Response Systems, Inc.:** Established in 1983, PROTECT introduced wireless Emergency Call Systems specifically designed for the senior living industry. Since then, PROTECT has sold, installed and continues to service more than 800 systems, protecting tens of thousands of residents in Senior Apartments, Independent Living, Assisted Living and Alzheimer's communities. For more information about PROTECT Emergency Response Systems, visit [www.Protectors.com](http://www.Protectors.com).

**About Lifeline Systems, Inc.:** Established in 1974, Lifeline Systems is the leading provider of personal response services and emergency call systems in the United States and Canada. It currently supports more than 400,000 subscribers from response centers in Massachusetts, Ontario and Quebec. Lifeline also supplies emergency response equipment and services to owners and developers of independent living, assisted living and continuing care retirement communities across North America. To people who live alone or in senior living communities, the Company provides reassurance and peace of mind with dedicated, well-trained people, advanced technology and a nationwide support structure to achieve service excellence. The Company is committed to affording its subscribers and residents the dignity, privacy and respect to which they are entitled. For more information about Lifeline Systems, visit [www.lifelinesys.com](http://www.lifelinesys.com).

**About Focus Enterprises, Inc.:** Focus, a boutique investment bank and corporate development consulting firm, utilizes a unique business approach in providing middle-market clients with merger, acquisition, and corporate finance services. The firm integrates corporate development consulting and transactional expertise with extensive research capabilities and proven client engagement methodology. Founded in 1982, Focus has long-standing experience in completing mergers, acquisitions, divestitures, capital formation, corporate development consulting projects and financial advisory assignments. Focus has a significant M&A practice in the government contracting and IT services sectors. For more information, visit [www.focusenterprises.com](http://www.focusenterprises.com).

For additional information, contact Marshall Graham, Chairman ([graham@focusenterprises.com](mailto:graham@focusenterprises.com)).

**FOCUS**  
Enterprises, Inc.  
Investment Banking

1150 Connecticut Avenue NW, Suite 515 • Washington, DC 20036

Phone: 202.785.9404 • Fax: 202.785.9413

[www.focusenterprises.com](http://www.focusenterprises.com)