



Scarsdale Security
Put your trust in us...

132 Montgomery Avenue, Scarsdale, NY 10583
7322 Manatee Ave West, #357, Bradenton, FL 34209

FOR IMMEDIATE RELEASE:

CONTACT:
Drew Chernoy, Marketing Manager
Scarsdale Security Systems Inc.
914.722.2942
914.722.2299 fax
dchernoy@scarsdalesecurity.com
www.scarsdalesecurity.com

Reality TV Hits Home (Security) with "It Takes a Thief"

Scarsdale, New York (February 8, 2005) -

Based in Scarsdale, New York for more than 20 years and with customers throughout 48 states, Scarsdale Security Systems Inc. has grown to become one of the nation's top 100 security companies. The company is pleased to announce that it is helping homeowners throughout the country live more comfortably and learn more about securing their homes by participating in the new reality TV series "*It Takes a Thief*", co-produced by Lion Television and Discovery Communications Inc. and presented by the Discovery Channel every Wednesday at 10 p.m. ET/PT.

It Takes a Thief is a unique new Discovery Channel series that offers viewers something they've never seen before: a home burglary performed by convicted former thieves that is taped as it happens, followed by a lesson in what steps to take to prevent such a violation from occurring again.

Hosted by reformed ex-cons Matt Johnston and Jon Douglas Rainey, *It Takes a Thief* exposes home-security flaws by unleashing these two uniquely qualified experts onto the properties of people interested in learning just how vulnerable their houses are. Then come the experts, including Scarsdale Security Systems, to give the property a full home-security makeover, reworking everything from locks to landscaping, in some cases including a new professionally installed and monitored security alarm system provided by Honeywell.



Hosts Johnston and Rainey

Scarsdale Security Systems is well known for its innovative use of technology, providing local residents, schools and businesses with its high reliability 'customer-first' approach to security monitoring and services. This attention to customer service has earned the company one of the highest customer service rating indicators in the nation and is one reason why the company enjoys a popular reputation with a number of large national account chains, each with hundreds of locations across the country.

"When we were first approached, we were a bit skeptical", said David Raizen, Scarsdale Security's founder and president, "but the producers were dedicated to making a high quality and informative show that would be interesting to viewers." Raizen went on to say. "We really enjoy seeing the homeowners relief from the peace of mind that their new monitored alarm system brings them".

ABOUT Scarsdale Security Systems -: Founded in 1982 by local resident David Raizen, Scarsdale Security Systems Inc. is a major provider of monitored security services to homes and business across the country and is one of the industry's top 100 firms. The company is a respected alliance partner with many of the industry's top suppliers and has customers in 48 of the 50 states. Scarsdale Security is well known for using technology to meet customer needs and is a pioneer in high security alarm signaling via private and public data networks. Scarsdale Security Systems Inc. is an authorized Honeywell Security Products Dealer.

ABOUT Lion TV -: Lion Television is one of the most successful independent production companies in the United Kingdom. The company has over 200 production staff at its London, Glasgow, New York, Miami and Los Angeles bases. In the US their programs include productions for the CBS network, as well as Fox, PBS (WGBH, WNET and OPB), Discovery Channel, Discovery Health, E! Entertainment, Animal Planet, National Geographic, The Learning Channel, The Travel Channel, HBO, Court TV, A & E and MSNBC.

- END -