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J.D. Power and Associates Reports:
Brink's Home Security Recognized for Call Center Customer Satisfaction Excellence

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WESTLAKE VILLAGE, Calif.—Brink's Home Security has been recognized for call center operation customer satisfaction excellence under the J.D. Power and Associates Certified Call Center Program.SM This distinction acknowledges a strong commitment by Brink's Home Security's call center operation to provide an outstanding customer service experience.

Brink's call center operations handle thousands of alarms, telephone calls, e-mails, correspondence and faxes each day from over 850,000 customers through its call center in Irving, Texas. The call center operation successfully passed a detailed audit of its recruiting, training, employee incentives, management roles and responsibilities, and quality assurance capabilities. In addition, J.D. Power and Associates conducted a random survey of Brink's Home Security customers who recently contacted its call center. For certification status, a call center must perform within the top 20 percent of customer service, based on J.D. Power and Associates' cross-industry customer satisfaction research.

"Brink's has an unusually powerful and genuine customer-centric culture," said Steve Kirkeby, senior director of the telecommunications practice for J.D. Power and Associates. "Throughout the organization there is a shared understanding of the role that Brink's Home Security products and services play in the well-being of its customers. Brink's Home Security ensures the voice of the

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customer is heard throughout the organization. Rather than just relying on its strong customer and employee culture, it has also created an infrastructure that will allow Brink's to sustain its customer focused strategies over time."

"This recognition is a result of our employees' commitment and hard work in serving our customers," said Bob Allen, President of Brink's Home Security.

The evaluation criteria used during the survey include: courtesy of the customer service representative (CSR); knowledge of the CSR; the CSR's concern for the customer questions and/or problem; usefulness of the information provided; convenience of customer service operating hours; ease of getting through to a CSR; and the timely resolution of the customer's problem, question or request. Certification is valid for one year.

The Call Center Certification Program was launched by J.D. Power and Associates in 2004 to evaluate overall customer satisfaction and help call centers in various industries increase their efficiency and effectiveness by establishing best practices for handling service calls.

There are more than 75,000 call centers in North America and an estimated 125,000 worldwide that help customers with product and service questions across a multitude of industries, ranging from credit cards, financial services, investment services, utilities, service warranty and insurance to telecommunications, healthcare and office products.

J.D. Power and Associates is currently evaluating call centers across a variety of industries to determine if they are eligible for certification.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. Media e-mail contact: michael.greywitt@jdpa.com or john.tews@jdpa.com

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About Brink's Home Security

Brink's Home Security, Inc., headquartered in Irving, Texas, is one of the largest and fastest growing providers of monitored security services to single-family residences and commercial properties in North America. Brink's Home Security operates in more than 250 metropolitan areas and services over 850,000 customers in 44 states and two provinces in Canada. Brink's Home Security can be accessed at www.brinks.com.

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