



June 29, 2012

Alarm.com Reaches 1 Million Subscribers

Milestone represents mainstream consumer adoption of Interactive Services

Nashville, TN – ESX 2012 – June 26, 2012 – Alarm.com, the leading provider of interactive security services, announced that it surpassed 1 million active subscribers in Spring 2012. This represents over 1 million properties and millions of individual users protected and empowered by Alarm.com and its Partners. The Alarm.com Partner community has grown its user base significantly year-over-year through a dedication to innovative technology that improves the security and overall user experience for its customers. This milestone signifies the mass market adoption of interactive services. The consumer expectation of a security system has evolved and Alarm.com and its Partners have led the way with industry leading technology and services that meet the new customer demands.

"With the support of an outstanding Partner community, what began as a skunk-works R&D project more than a decade ago has evolved into a company that continues to thrive and innovate" said Steve Trundle, President and CEO, Alarm.com. "While the milestone was achieved some time ago, we decided to hold the announcement until ESX so that we could share our excitement with our Partners who have helped us each step of the way."

Alarm.com has helped to revolutionize the way people interact with their homes and businesses by enabling interactive security, energy management, video monitoring and home automation. The vast majority of Alarm.com subscribers are on Interactive Services accounts and are deeply engaged with their security solution. With such large scale adoption, interactive services have expanded the purpose of what was traditionally only an intrusion security solution and become an everyday part of users' lives.

"Our recent report projects that US revenues for smart home systems and services will hit \$7.6 billion this year, driven in part by consumers' desire for enhanced security and control systems with mobile apps, self-controlled lights, thermostats, locks and cameras such as those offered by Alarm.com," said Bill Ablondi, Director of Smart Home Strategies at research firm Strategy Analytics. "Alarm.com has shown a consistent ability over the past several years to anticipate market trends – and then develop products and services enabling dealers to meet the evolving needs of their customers."

Over twelve years ago the company created the first completely wireless web-enabled interactive security services and has continued to drive innovation and deliver industry firsts year after year. The company's one-millionth subscriber comes on the tail of recent key announcements including its launch of [image sensor services](#), [location-based services](#), a [partnership with Verizon Wireless](#), and the release of its native iPad app and native Windows mobile app to expand its [full suite of mobile integration](#).

For more information about Alarm.com or its products and services, please visit www.Alarm.com

About Alarm.com

Alarm.com, founded in 2000, is the industry leading technology provider of interactive security solutions. Through its proven technology platform and advanced wireless, mobile and web-based solutions, Alarm.com helps protect and empower over a million residential and commercial customers throughout North America. Alarm.com delivers interactive security, video monitoring, home automation and energy management to users exclusively through a network of thousands of licensed and authorized Dealer Partners. For more information, visit the company's website at www.alarm.com.