



SENTRY ALERT  
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November 16, 2011

Dear Sentry Alert Customer,

Over the past several months a transition in our organization has taken place. Sentry Alert is now part of the First Alarm family of security companies. One of the key reasons Sentry Alert joined forces with First Alarm was to offer our customers the latest in enhanced services, including our own Central Monitoring Station. We're happy to announce that these additional services and features are now available:

- **Private Patrol Service/Alarm Response:** First Alarm operates the largest private patrol service in the Bay Area, servicing many residential communities, businesses, and government facilities. You now have the option of our uniformed security personnel responding to any alarm event. For residential customers, we're also available to watch your home while you're away on vacation!
- **Local Central Monitoring Station:** All alarm signals and emergency dispatches are handled out of our own Central Monitoring Station facility in Aptos, (near Santa Cruz). First Alarm is known for its responsive and certified call center, where all incoming calls are handled by a live person, not a recording.
- **Enhanced Video Surveillance:** Sentry Alert customers now have the option of connecting security cameras to their alarm system to enhance security. If an alarm is tripped, video is streamed to the Central Monitoring Station for investigation/verification. This information can be relayed to the responding agencies to enhance response efforts and prompt a higher priority response.

**About First Alarm** ... Locally owned and based in Aptos, First Alarm operates out of small regional offices in Monterey, San Jose, and Rohnert Park. The company was founded in 1966 by its executive chairman and founder, Jarl Saal (an Oakland native). We attribute our long-term success to our team of professionals and the industry's best overall service offering.

Sentry Alert's long-time team of employees continues to deliver service to you from our same local office in Berkeley. All phone numbers and email addresses remain the same. As always, we're happy to answer any questions you may have. We'll be following up shortly with an additional mailing about our patrol service. You can also find information about our enhanced services on our website [www.sentryalert.com](http://www.sentryalert.com).

We value you as our customer and appreciate your continued business and support!

Sincerely,

The Sentry Alert Team

*Cesar, Dean, Gemi, George, Jay, Jeff, Kris, Lisa, Marie, Misty,  
Myka, Red, Sergio, Shannon, Stewart, and Tony*

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