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News Release

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ADI PRESENTS NEW REVENUE OPPORTUNITIES WITH POOLSONIX SOLAR POWERED WIRELESS POOL ALARM SYSTEMS

Environmentally Friendly Solution Allows Dealers to Extend Safety and Security in Residential Applications

Melville, N.Y., July 10, 2009 – ADI announced today the availability of the PoolSonix™ line of Solar Powered Wireless Pool Alarm Systems from S.R. Smith. This Green technology allows dealers to uncover new revenue opportunities by extending safety and security in residential applications with wireless pool alarm systems.

With more than five million in-ground swimming pools in the United States*, PoolSonix offers ADI dealers an easy avenue to increase sales by expanding their security installations into the backyard. Dealers can capitalize on this emerging market, while providing their customers with an additional layer of safety for residential pool environments.

Powered by renewable solar energy, PoolSonix is an environmentally friendly wireless immersion detection system that is easy to install and operate. PoolSonix is designed to quickly sense when people, pets or objects accidentally enter an in-ground swimming pool. Once an object hits the water, a sub-surface seismic wave activity would trigger the system and sound an alarm at the pool and inside the home to speed emergency response times.



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“PoolSonix is a technologically advanced wireless alarm system that offers a means of monitoring accidental pool entry in a way that other physical safety devices may not,” said Brett Fritts, vice president of marketing for S.R. Smith. “We look forward to teaming up with ADI and making our products accessible to security dealers across the country.”

“At ADI, we are always looking for new ways to help our customers win new business and grow their sales,” said Scott Sturgess, director of product marketing for intrusion and fire products at ADI. “With its unique features and advanced technology, PoolSonix allows dealers to increase their revenues while providing peace of mind for their customers.”

* Source: 2007 Residential Inground Swimming Pool Report, P.K. Data, Inc.

About ADI

ADI is a leading global wholesale distributor of security and low voltage products, with over 200 branch locations in the U.S., Canada, Puerto Rico, Europe, Africa, and India. ADI solutions include intrusion, fire, CCTV, IP networking, access, A/V, tools and hardware, home solutions, and wire and cable. For more information about ADI, visit <http://www.adilink.com>.

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