



October 27, 2009

Bosch Security Systems, Inc.
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Dear Valued Customer:

We at Bosch continually strive to make it easier for you to do business with us and to find new opportunities to help you expand your business. Next year, we will enter an exciting new phase that we believe will provide you with a more cohesive and streamlined experience while working with Bosch.

Beginning January 1, 2010, Bosch will integrate the Security Systems and Communications Systems Divisions in the Americas. We will bring these divisions together under one leadership team and leverage the strengths of each business to improve our Sales, Marketing, Customer Service and Technical Support organizations in North and South America.

The senior leadership team of the combined organization will incorporate key executives from both Security Systems and Communications Systems. Jeremy Hockham, President of Sales – Americas, will head Sales, Marketing, Business Development, Technical and Project Support and Customer Service in North and South America. Christopher Gerace will continue in his role as President.

The U.S. will have four sales regions, each with a single leader for all business-to-business activities of both the Security and Communications product families.

- Eric Cechak will manage the Eastern Region, including Connecticut, Delaware, Eastern Pennsylvania, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, Virginia and Washington, D.C.
- Franck Fabry will manage the Central Region, including Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, West Virginia, Western Pennsylvania and Wisconsin.
- Daniel Nix will manage the Southern Region, including Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee and Texas.



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- Kelly Priest will manage the Western Region, including Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming and a small portion of Southwest Texas.

Thomas Hansen will lead the Key Accounts Team responsible for Communications Retail and Rental as well as National Key Accounts for both the Security and Communications businesses.

Robert Drob will lead sales of major projects. Robert Loacker and Norm Hoefler will lead all Sales and Marketing activities in Latin America and Canada respectively.

Jim Musshafen will lead the Training, Technical and Project Support teams in our Burnsville, Fairport and Lancaster locations, and Paul Loughridge will head Customer Service in Burnsville and Fairport. Nick Valente will lead Business Development, and Daniel Gundlach will head Marketing for the Americas.

Your direct sales, technical support and customer service contacts will remain the same. However, with the new structure, we will be better positioned to help you achieve greater profitability and expand your business. For example, with unified sales and account management teams, it will be easier for you to add systems from our broad portfolio to your current product set. You will also see new opportunities in training, improved technical support tools and services, and offerings that incorporate communications, security and life safety systems in the future.

On behalf of all of us at Bosch, we would like to thank you for your business and your continued loyalty and support. We look forward to bringing you an unprecedented level of services and partnership in the new year and beyond.

Yours sincerely,

Handwritten signature of Jeremy Hockham.

Jeremy Hockham
President of Sales – Americas
Bosch Security Systems, Inc.

Handwritten signature of Thomas Hansen.

Thomas Hansen
Vice President, Americas
Bosch Security Systems, Inc.
Communications Systems Division