



*****PRESS RELEASE*****

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**ELECTRIC GUARD DOG USHERS IN A NEW SALES STRUCTURE
Enhancing department by adding dedicated customer sales positions**

Columbia, SC – Tuesday April 26, 2011 -- Electric Guard Dog CEO Jack DeMao is restructuring the sales effort, by dividing sales into two distinct and separate departments.

A National Accounts Director position will be dedicated to serving and expanding relationships with existing security partners. This Senior Level position will insure a dedicated partnership between EGD and their multi-site security partners, improving responsiveness and resolution of all perimeter security challenges.

A Business Development Manager position has been established to oversee and cultivate new market prospects.

“There’s an inherent conflict between gaining new prospects and expanding existing national accounts in any business. The conflict is best addressed by establishing two separate positions,” DeMao commented.

EGD achieved a 14% growth rate last year and anticipates even higher returns in 2011.

DeMao’s goal at EGD is to ensure every EGD security partner receives the attention and care of a first-time customer, every time. “We believe that this new structure will enable us to build stronger relationships with existing customers and prospects.”

EGD is currently reviewing candidates for both positions and anticipates an announcement shortly. Both directors will report directly to DeMao.

Electric Guard Dog, the #1 Theft Deterrent Service in America, is proud to be a Security Partner for more than 2500 commercial and industrial locations across the nation, helping protect businesses, providing a safer work environment for employees, all while reducing total security cost. Electric Guard Dog’s multi-layered, solar powered perimeter security solution stops crime before it happens.

For more information, please visit www.electricguarddog.com.

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