

MEDIA RELEASE

April 17, 2009



ADT Security's Sensormatic® Ultra•Exit anti-theft systems surpass 75,000 installations worldwide, now including Nestle group's Nespresso boutiques

Leading Global Retailers Deploy Highly Effective Acousto-Magnetic Detection Technology in a Contemporary Format to Help Control Theft and Maintain Profits

ADT has announced that Sensormatic Ultra•Exit systems have surpassed 75,000 installations worldwide in just two years. The fast adoption of the Ultra•Exit Electronic Article Surveillance (EAS) pedestal system resulted from a triple combination of its contemporary design, its wide range of models for different retail formats and its highly effective Ultra•Max® acousto-magnetic (AM) anti-theft technology. One of the latest international retailers to deploy the Ultra-Exit solution is Nespresso, with more than 120 sales boutiques and boutique bars in key cities around the world.

As the fastest growing operating unit of the Switzerland-based Nestlé group, Nespresso sells sophisticated coffee machines, accessories and premium portioned coffees. After trying Radio Frequency (RF) systems in some of their stores to protect their high valued products from theft while preserving their stores' café appeal, Nespresso elected to use the Sensormatic Ultra•Exit AM solution instead.

"We needed an EAS solution that could offer wide exit protection in a stylish design that blended into our unique café environment," said a Nespresso spokesperson. "Another key criterion was a hard tag capable of protecting our high-end coffee machines and accessories. Also a significant consideration is our popular assortment of cookies and chocolates openly displayed for our guests' convenience. This challenge required a labelling solution that not only was small enough to fit inside compact products without covering the brand or content information, but also would be detected in and around the metallic packaging of these products. In addition to all the benefits Ultra•Exit offered, we had the choice of a concealed system that was perfect for one of our stores in Spain."

Ultra•Exit delivers one of the highest levels of anti-theft detection capabilities available today – a top priority shared by leading retailers. AM-based EAS systems are the preferred anti-theft technology for retailers, especially for those like Nespresso selling metal-based or metal-packaged goods. Compared to RF systems, research has shown AM systems to have the highest detection rates to protect all types of products.

In fact, more than 80% of the top 200 retailers who use EAS in the world today rely on Sensormatic EAS solutions for loss prevention in reducing shrink and improving their bottom line. Other leading

More follows

global retailers with extensive international presence include Marionnaud and many other top-name retailers such as Grupo Cortefiel, Inditex, and Mango. All have recognized the benefits of the Sensormatic Ultra•Exit anti-theft system in helping them preserve store aesthetics, improve store operations and protect their profits.

“Through developing strong relationships with some of world’s leading retailers we were able to listen carefully and design a system that offers superior EAS protection while blending with different retail store settings,” said Phil Brown, ADT Security Retail Manager. “Our platform helps retailers achieve better customer satisfaction and increased sales by improving their operations.”

A number of leading Australian retailers have also adopted the Ultra•Exit system across a number of retail market applications. Fashion retailers Esprit, book retailers Borders and Angus and Robinson, and electrical retailer Harvey Norman are among a growing list of local retailers enjoying the benefits of the Sensormatic Ultra•Exit anti-theft technology.

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ABOUT ADT SECURITY

With more than a century’s worth of experience and providing electronic security solutions to more than seven million residential, commercial and retail customers worldwide, ADT Security is the world’s largest electronic security company. ADT Security’s total security solutions include intrusion, closed circuit television, access control, fire protection, smoke, fire and critical condition monitoring, electronic article surveillance, source tagging, radio frequency identification (RFID) and integrated systems. www.adtsecurity.com.au

ABOUT SENSORMATIC RETAIL SOLUTIONS

Industry-leading Sensormatic retail solutions offer vital loss prevention and operational improvement technologies and solutions, and is backed by more than 1,500 patents. Today, over 84 percent of world’s top 200 retailers that use EAS rely on Sensormatic solutions, which include EAS, source-tagging, data analytics and in-store, item-level intelligence applications. Sensormatic forward-thinking solutions also include dual EAS-RFID technology that provides item-level security and visibility in an ever changing retail environment. www.adtsecurity.com.au/retail

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