



<<insert date>>

Team Members,

At ADT, customer service is the cornerstone of all we do, and your commitment to this important core value is greatly appreciated.

Until now, we have not had a formal program for recognizing employees who demonstrate customer service excellence.

Input we gathered through our recent Employee Engagement Survey tells us you agree that recognition and customer service are areas of opportunity. That is why we created the **Royal Blue Recognition**

Program – to recognize and reward employees who excel at supporting our mission of *Creating Customers for Life*.



This innovative program can be used to recognize any employee for providing world-class customer service to an internal or external customer. It can also be used to thank a fellow employee for a job well done. Featuring electronic tracking and measuring of team member recognition, this program is the first of its kind at ADT.

Once the program has been launched to all team members in the U.S., we will begin a similar phased rollout to Canada employees. The program is scheduled to be available to all team members throughout North America by the end of September 2011.

You can start using Royal Blue today by visiting www.ADTCustomersforLife.com. For more information, visit the Customer Experience page on InsideADT.com, or contact the Customer Experience team at CustomerExperience@adt.com.

Thank you for your ongoing commitment to *Creating Customers for Life*.

Sincerely,