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Monitronics Announces RISE Sub-Dealer Program

New Initiative Gives All Dealers Access to Company's Vast Benefits and Support

DALLAS, Aug. 16, 2016 /PRNewswire/ -- Monitronics, a subsidiary of Ascent Capital Group, Inc. (NASDAQ: ASCMA), has expanded its Authorized Dealer program with the launch of a new sub-dealer program, RISE. RISE was initiated in response to demand from dealers that want to focus more on sales while learning the business and taking advantage of the many marketing and training benefits Monitronics provides.



"We are thrilled to be able to offer this program to potential dealers, giving them an immediate sales outlet while growing their businesses," said Travis Miller, Monitronics Director of National Accounts. "We want to encourage new or emerging dealers that have excellent sales skills that may just be embarking on their own. RISE will connect them with the power and partnerships of Monitronics in a program tailored specifically for them."

Members of the RISE program will enjoy Monitronics' immense support network, including comprehensive training, creative marketing resources, and quick and easy funding through the company's proprietary eContract platform. In addition, RISE members get the added benefits of back office support for customer care, scheduling and installation, along with financial planning and forecasting to further assist in growth opportunities to reach the next level.

To learn more about Monitronics and the RISE program, visit MoniDealerProgram.com/RISE.

About Monitronics International, Inc.

A subsidiary of Ascent Capital Group, Inc. (NASDAQ: [ASCMA](#)), Monitronics is one of the nation's largest and fastest-growing home security alarm monitoring companies. Headquartered in Dallas, it provides monitored home and business security system services to over 1 million residential customers and commercial client accounts through its network of independent Authorized Dealers in the U.S., Canada and Puerto Rico.

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