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## Monitronics Begins New Era Of Smart Home Security; Rebrands As "MONI"

### New Name Reflects the Company's Evolution as a Smart Home Security Solutions Organization with Faster, More Personalized Offerings

DALLAS, Sept. 30, 2016 /PRNewswire/ -- Monitronics, a subsidiary of Ascent Capital Group, Inc. (Nasdaq: [ASCMA](#)) today unveiled its new name: "MONI," beginning a new era of smart home security that brings increased speed and personalization to the market.



The Company has been the "secret sauce" behind more than 600 independent alarm companies' successes for the past two decades, with a cutting-edge monitoring solution that secures more than one million residential customers and commercial client accounts in the US. However, "Monitronics" was intentionally unbranded in the eyes of the consumer, allowing independent dealer brands to take center stage. The new MONI brand will be marketed directly to consumers and supported by direct-to-consumer sales and customer support. This will not only enable MONI's expert custom solutions to flow directly into the home, but is designed to nurture MONI's trusted dealer network by showing consumers the strength behind the individual dealer brands. The new branding will also provide dealers with the national marketing, sales and customer service support that they need to compete more effectively in their regional markets.

"As a leader in home security solutions for more than 20 years, professionally installed and monitored smart home security has always remained at the core of our business," said Jeff Gardner, president and CEO of MONI. "Home and business security needs are as unique and individualized as each customer. Solution offerings and customer service throughout the industry must change as we enter a new era of smart home security that emphasizes a customized approach to comprehensive safety and protection."

MONI sees the new era of smart home security as one where personal safety takes priority in the connected home. This is enabled by:

- 1 **Simplified "Smart" Homes**
  - 1 Delivering leading products that integrate with existing systems and packages, enabling mainstream home automation features that emphasize complete security and control
- 1 **Customer-Centric Personalization**
  - 1 Personalized solutions that are truly tailored to the needs of each individual consumer, allowing them to customize not only equipment and services, but the entire customer experience for greater control, confidence and security
- 1 **Faster Response**
  - 1 Faster response times to alarm events - managing the personal and home security concerns that matter most in seconds for true peace of mind

"Whether it is a routine situation or lives are on the line, MONI knows that every moment matters," continued Gardner. "Over the last two decades we have built our business on the ability to listen and respond. Customers have spoken, and they are calling for a new approach to smart home security, a new era of customer-centric personalization with solutions designed to meet the needs of each individual, and MONI is poised to deliver."

To learn more about MONI and the full suite of personalized security solutions available, visit [www.mymoni.com](http://www.mymoni.com).

**About MONI**

MONI, the new Monitronics, is a subsidiary of Ascent Capital Group, Inc. (NASDAQ: ASCMA) and is one of the largest home security alarm monitoring companies in the U.S. Headquartered in the Dallas Fort-Worth area, MONI secures more than one million residential customers and commercial client accounts with monitored home and business security system services. The company is supported by the nation's largest network of independent Authorized Dealers, providing products and support to customers in the U.S., Canada and Puerto Rico.

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