



Firecom Program Enables Cost-Effective Transition to New Wireless Team Communication System

Wireless Made Easy Trade-Up Program Underscores Firecom's Commitment to Provide its Customers with the Most Advanced Communication Systems



September 29, 2011, Portland, OR – Firecom, the leader in team communication systems for firefighters and emergency responders, today announced its Wireless Made Easy Trade-up Program, making it convenient and cost-effective for current Firecom customers to upgrade existing team communication systems to next-generation wireless systems. Hands-free wireless headsets improve safety, efficiency and productivity for teams working in challenging environments, including fire, emergency response and public safety.

"We are making it easier than ever for our customers to go completely wireless," said Firecom Executive Vice President Reed Stager. "Any Firecom headset purchased in the last 20 years can be traded up."

More than 100,000 firefighters around the world currently rely on Firecom's wired headsets for critical communication. The Wireless Made Easy Trade-Up Program provides those customers with a credit of up to \$150 per headset that they can use towards the purchase of Firecom's new 50-Series wireless systems. Typically, Firecom can configure a new 50-Series wireless system to integrate with existing intercoms and radios in less than 30 minutes.

"This trade-up program protects customers' existing investments in communication systems while ensuring they have the latest in wireless technology," Stager said. "In many cases, customers will recoup more than half of what they originally paid for a headset."

Representing the second-generation of Firecom's wireless technology, the 50-Series is the most advanced team communication system on the market. With an unprecedented 1,600-foot line-of-sight range, the DECT-based 50-Series outperforms the competition with nearly 30 times the coverage area of conventional Bluetooth systems and without the need for wires to an intercom system or belt pack. An extended-life battery keeps each headset operating continuously for 24 hours with only a two-hour charge.

The 50-Series is built to operate under the harshest conditions - from -40°C to 158°C - and offers superior water and dust resistance. A low-tension headband and Com-Leather ear seals allow the headset to be worn comfortably for hours at a time, while providing 24dB of noise reduction. And for less than the cost of a single out-of-warranty repair, customers can also add Firecom's exclusive ComCare™ Service Program, which provides enhanced technical support and repair services and extends the standard two-year warranty for up to five years — the longest and most comprehensive protection in the industry.

About Firecom

Firecom is the leader in innovative and proven team communication systems for fire crews and emergency responders. Firecom supports hundreds of thousands of firefighters around the world by delivering proven hearing protection and clear communications that improve safety, effectiveness, and productivity. Firecom's rugged headsets, intercoms, and radio interfaces ensure all crew members can hear and be heard under the most challenging circumstances. Firecom pioneered the development of hands-free wireless headsets, which allow crew members to stay in continuous contact without being tethered to an intercom or belt pack. Firecom backs its systems with its exclusive ComCare™ Service Programs, which provide up to five years of customer care and warranty protection -- the longest in the industry. Call (800) 527-0555 or visit www.firecom.com for more information.