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BACKFENCE.COM AND ALARM.COM LAUNCH FIRST LOCALIZED CRIME BLOG

*DC Area Companies Team Up to Initiate Nationwide Dialogue
On Protecting People and Property*

Vienna, Va. and McLean, Va., August 15, 2006 — Backfence.com, a leading user-generated content web portal for local communities, and Alarm.com, a leading provider of wireless, Web-enabled interactive security and monitoring system technology, today launched an interactive Web log (blog) on Backfence.com's eight local Web sites intended to keep communities informed about crime and safety issues in their neighborhoods.

Through this partnership, the companies aim to inspire conversations about safety in America's neighborhoods. Backfence.com members will be able to get up-to-date statistics on local crime and then comment on safety issues through this blog. The ultimate goal is the creation of a nationwide "citizen watch" focused on trends and tactics for protecting lives and property.

"Backfence welcomes the opportunity to partner with companies that bring valuable services to our members," said Susan DeFife, CEO of Backfence.com. "We are excited to collaborate with Alarm.com to promote community dialogue and education focused on important neighborhood and home safety issues."

Alarm.com will sponsor the blog, as well as supply expert commentary by answering questions and interacting with community members.

"Alarm.com security technology is for homeowners who use the internet routinely, and who want to know what is happening at their property when they are not there. Backfence.com targets an online audience of homeowners who want to stay involved with what is happening in their local community all the time," said Steve Trundle, president and CEO of Alarm.com. "With Backfence.com, Alarm.com gains a partner with a unique focus on the internet-oriented homeowner who participates actively in their local community."

Backfence.com builds and operates community-focused Web sites that bring together user-generated content tools such as blogs, wikis, photo galleries and events calendars. Alarm.com's security monitoring technology allows customers to monitor and control their security systems remotely via the Web, and they can receive real-time text-messages and e-mail alerts that keep them informed of all types of activity on their property, not just alarms.

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About Alarm.com™

Alarm.com Incorporated provides Web-enabled, 100 percent wireless security and activity monitoring technology to residential and commercial customers throughout the United States and Canada. Alarm.com-enabled security systems are offered through a national network of over 400 licensed Security Dealers. Alarm.com systems are used to monitor and protect houses, apartments, offices, stores, retail chains, model homes, vacation properties, data centers, trailers and more. Alarm.com technology is compatible with GE Security equipment. The company was founded in 2000 and is based in McLean, Virginia.

About Backfence.com

Founded in 2004 by Mark Potts and Susan DeFife, Backfence.com (www.backfence.com) has its headquarters in Vienna, Va. Backfence.com operates a network of advertising-backed hyperlocal community Web sites consisting entirely of content contributed by readers. The sites provide news coverage of the communities, as well as event listings, ratings and reviews of local businesses, photo galleries, free consumer-to-consumer classifieds and other services. Access to the sites is free, and all that is required to post information is a simple registration. Backfence launched its first sites in McLean and Reston, Va. in May 2005 and has since added sites several more sites in the DC metro area as well as in the San Francisco/Bay area. The company raised \$3 million in funding in October 2005 from SAS Investors of New York, Omidyar Network of Silicon Valley, and a group of Washington-area private investors. The company has 20 employees.

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