

PRESS RELEASE

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Home Security, Interior Design, Video/Electronics, Retail, TX News

SecurityandMore Launches New Spanish Website Featuring Its Line of Security Equipment and Do-it-Yourself Video Surveillance Products

LEWISVILLE, Texas - June 3, 2004 /Send2Press Newswire/ -- To address the growing population of Spanish speaking business owners and business professionals in the United States, SecurityandMore is launching a Spanish only version of Securityandmore.com. This web site will mirror the ecommerce capabilities and content of Securityandmore.com but will cater specifically to Spanish speaking Americans. This will allow greater access to SecurityandMore's line of security equipment. The URL for this site is <http://espanol.securityandmore.com>.

"Not only are we beginning to see more and more online searches originating in Spanish at the major search engines, but our sales staff is getting more customers that inquire about materials and content produced in Spanish. This website will go a long way towards educating Spanish speaking Americans about our products," says Allen Harris, Marketing Manager for SecurityandMore.

The most recent data from the U.S. Census bureau indicates that, after women, Spanish speaking Americans make up the largest group of minority owned businesses in the U.S. The U.S. Census bureau also estimates that in many major metropolitan areas, Spanish speaking Americans represent anywhere from 27-76% of the total population, including New York City, Los Angeles, San Antonio, Dallas and more.

SecurityandMore continues to be a leader in the do-it-yourself video surveillance market for small businesses with its free design help, quality products, and free bilingual technical phone assistance via its Call Center. Its ecommerce Internet web site provides easy product research and quick online ordering.

For more information on SecurityandMore, visit <http://www.securityandmore.com> or call 1-800-863-7109.

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*IMPORTANT NOTE TO MEDIA:

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