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ADT AND AMAZON TEAM UP TO PROVIDE CUSTOMERS WITH NEW HOME SECURITY FEATURES

Amazon Announces ADT Pulse as Professional Installation and Monitoring Solution for Alexa Guard

Alexa Guard Deepens Amazon's Marketing and Distribution Relationship with ADT

BOCA RATON, Fla., September 20, 2018 - ADT Inc. (NYSE: ADT), the leading provider of monitored security and interactive home and business automation solutions in the United States and Canada, today announced a new strategic initiative with Amazon.

Starting later this year, ADT will support integration of Amazon's new Alexa Guard feature with the ADT Pulse security system, helping ADT customers enhance their home's security capabilities by detecting specific sounds via the customer's Echo device when they're away from home. Once available, ADT professional installation and monitoring solutions will be offered to customers through the Alexa Guard website and Amazon mobile app.

ADT worked closely with Amazon to seamlessly integrate Alexa Guard with ADT's Pulse security system and professional monitoring to enhance ADT customers' security when they're away from home. When a customer enables Alexa Guard on their Amazon Echo device and says "Alexa, I'm leaving," Alexa will notify the customer if she detects the sound of smoke alarms, carbon monoxide alarms or breaking glass while the customer is away. These notifications, called Smart Alerts, are delivered to a customer's smartphone to let them know which sound was detected, and provide an audio clip of that event. Customers with an ADT Pulse system using Alexa Guard can choose to forward Smart Alerts to ADT monitoring professionals to help determine if additional action should be taken, including dispatching first responders if needed.

"In 2018, ADT set out to redefine security with innovative products and services, such as ADT Go and Digital Security. The integration of Amazon's Alexa Guard with ADT's Pulse security system and professional installation and security monitoring services is an exciting next step on our innovation roadmap and our successful collaboration with Amazon," said Jim DeVries, current President and incoming CEO of ADT. "Amazon's vision to simplify the smart home experience through voice-enabled action matches perfectly with ADT's passion for security and customer service, making us natural collaborators to ensure our customer's smart home is a safe home. Today's announcement will extend our footprint in the security and automation space, open new eCommerce sales and marketing channels for our products and services, and further expand our leadership in the category. We look forward to continuing to work alongside Amazon to provide innovative security solutions to our customers and broader audiences."

"Customers love using Alexa to help make their daily lives easier, and we continue to build new voice-first experiences to make customers' homes even smarter," said Daniel Rausch, Vice President, Amazon

Alexa. “ADT has over 140 years of experience in the professional security installation and monitoring business. We’re so excited to team up with them for the launch of Alexa Guard. Since ADT brought the simplicity of Alexa voice control to their home security systems, we’ve heard from customers that they enjoy the added convenience and peace of mind they have using the ADT Pulse skill. Now, with Alexa Guard we’re making that experience even better for customers. When Alexa Guard is enabled, customers can choose to have their Echo devices detect the sounds of smoke alarms, carbon monoxide alarms, or breaking glass when they’re away from home. When the selected sound is detected, customers with ADT Pulse will be able to forward their Smart Alerts to ADT, offering an extra layer of security.”

Later this year, ADT will offer new Echo devices directly to new and existing customers, assisting with product set-up and additional support for those who purchase the device through ADT. Additionally, ADT and Amazon are working together to provide offers and promotions to Amazon customers for ADT services and solutions, creating eCommerce opportunities for ADT while enabling customers to have enhanced home security options nationwide.

About ADT

ADT is a leading provider of security and automation solutions in the United States and Canada, protecting homes and businesses, people on-the-go and digital networks. ADT delivers same-day service and live answer within seconds in customer operations, making security more accessible than ever before, backed by 24/7 support, helping customers feel more safe and empowered. ADT is headquartered in Boca Raton, Florida and employs approximately 17,500 people throughout North America.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit amazon.com/about and follow @AmazonNews.

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