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Press Release: SafetyCare Names Craig Sacks western regional manager

Sacks will be responsible for getting more authorized dealers into the SafetyCare fold, especially on the West Coast where he will be headquartered.

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SafetyCare, a pioneer in security, alarm and personal emergency response technology, has made a key addition to its team by hiring Craig Sacks as the new Western Regional Manager, company officials announced today.

"Craig brings to SafetyCare many years of experience in alarm system sales and sales management, as well as a network of relationships with alarm dealers across the United States," said Michael Bodnar, general manager of SafetyCare. "Craig knows the security and alarm industry inside and out. He'll be instrumental in helping us roll out our latest products and build new industry partnerships."

Sacks, known for his high energy, work ethic and creativity, looks forward to bringing more Authorized Dealers into the SafetyCare fold, especially on the West Coast where he will be headquartered. With Sacks' help, these dealers will be able to provide their customers with a combination of high-tech products and innovative services that will save lives and allow more seniors to live at-home longer, rather than in an institution.

"It is exciting to be part of SafetyCare," Sacks said. "We're taking the security industry to the next level with a central station staffed by Emergency Medical Technicians and a two-way communications system that offers the most reliability and range of any product on the market today."

Sacks, 40, is a graduate of Arizona State University and former Vice President of Sales of Monital Signal Corporation of Manasquan, NJ. When he's not working, he can be found on the golf course or boating on Bartlett Lake, near Phoenix, with his wife and daughter.

For more information about SafetyCare, visit www.safetycare.net.

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