

For Immediate Release
(This is an English translation of a part of the Japanese original.)

October 30, 2008

SOHGO SECURITY SERVICES CO., LTD
(Code No.: 2331, TSE 1st Sec.)
Atsushi Murai, President, CEO and COO

Notice of the Launch of "ALSOK Home Security α "

SOHGO SECURITY SERVICES CO., LTD. is pleased to announce the launch of "ALSOK Home Security α ", a new model of a home security product, which is an improved model of "ALSOK Home Security 7". Since its launch in November 2004, ALSOK Home Security 7 has developed a reputation of providing satisfying services at the range of ¥4,000 per month.

This time, based on a concept of "easy adoption", we have reinforced the functions focused on safety and convenience, paying regard to users mind-set, such as standardizing the use of broadband network for this security service.

We will accept reservations from November 1, 2008, but the launch date will be December 1, 2008.

1. Feature of ALSOK Home Security α

(1) Providing security services via the Internet as a standard

Using a broadband line for communication, which is encrypted, communication expense comes to be free. Due to the constant connection, it enables to detect disconnecting problems which was formerly an optional extra and also enables remote action for software and firmware updates.

(2) Acceptable pricing

We offer a price plan that needs no initial cost for installations, as well as our former price plans that accord to its contract type, rental or purchase, therefore our clients can choose which price plan can fit their wallet.

(3) Addition of a door lock checking function

When the doors and windows are closed, but remaining unlocked for a certain period, the alarm is triggered.

(4) Fulfilling the security service types

Depending on scene, you can choose the most suitable security service type out of four, such as if you are out or at home. For additional information, even though you are at home, alarm signals are sent to our Guard Centers (Monitoring Centers) in case of an emergency.

(5) Enhanced monitoring service contents

In addition to the respond to alarm warnings of "intrusions", "fires" and "emergency situations", we have added "gas leakage", "medical emergencies" and "surveillance of lifestyle pattern*" to our monitoring contents.

*Note: "Surveillance of lifestyle pattern" monitors the usual state of daily living. For example, if there is no door opening and shutting to the toilet, the alarm is triggered automatically.

2. Price plan (ex. at a condominium)

(including tax)

	Monthly fee	Installation cost	Equipment cost
Type needing no initial costs	¥5,386	¥0	¥0
Rental type	¥4,819	¥33,600	¥0
Purchase type	¥2,940	¥33,600	¥108,570

3. Launch period and service area

Accepting reservations : from November 1, 2008

Launch date : December 1, 2008

Service area : Nationwide

4. Sales target

The Company plans to achieve 5,000 contracts for ALSOK Home Security α this current fiscal year.

5. Company's prompt operation

The operation structure that the Company is proud of, dispatches our own well trained security staff, deployed at 2,100 depots nationwide, to the site in case of an emergency, and we continue to improve further swiftness by the mobile navigation system using GPS.

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