



For more information contact:
Murphy Knott Public Relations, Inc.
312.867.9177

STANLEY SECURITY SOLUTIONS LAUNCHES SOCIAL MEDIA INITIATIVES

“Security Speaks” Blog Provides Expert Advice for Security and Healthcare Industries

Indianapolis, IN – August 10, 2010 –Stanley Security Solutions announces two social media initiatives through the launching of a new blog and Twitter handle.

The newly inaugurated blog called “Security Speaks” (<http://stanleysecurity.com/blog>) serves as a place of knowledge for the security and healthcare industries with content provided and updated by a team of subject matter experts. The blog’s authors, from both industries, will engage and interact with readers to provide expertise and knowledge within their respective fields.

-more-

2-2-2

The new Twitter handle "StanleySec" (<http://twitter.com/stanleysec>) will serve as a medium to engage fans of the security industry to discuss recent news, share advice and answer security-related questions. Both initiatives will help increase Stanley Security Solutions' presence in the corporate social media arena and create additional opportunities to have more meaningful conversation with consumers and global security professionals.

"Social media has created new opportunities to engage with our consumers and other security professionals. The "Security Speaks" blog allows us to share our knowledge and discuss all aspects of the industry with other security industry fans," stated Roger Spee, VP of Marketing/Communications. "We are excited about the blog and Twitter handle and look forward to the conversations we will have with the Security Solutions employees, customers and other security fans."

"Through these initiatives, we want to continue to maintain leadership as the security expert and advisor in the security and healthcare industries," expressed Graham McIntyre, project manager of Social Media Initiatives for Stanley Security Solutions. "We are using our own subject matter experts to provide insight into the industry, not typically something that larger companies do. And, this blog and the Twitter handle allow the experts at Stanley Security Solutions to interact on a more personal level with our consumers and overall global fan base."

-more-

3-3-3

#

About Stanley Security Solutions

Stanley Security Solutions, a business division of Stanley Black & Decker, is a provider of integrated access control and security solutions for institutional, commercial and industrial businesses and organizations. Stanley Security Solutions delivers a comprehensive suite of security products, software and integrated systems with a strong emphasis on service. Stanley Security Solutions is committed to extending its position as a leading comprehensive resource for a broad and extensive array of solutions that span the entire security spectrum.