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FOR IMMEDIATE RELEASE

AspDotNetStorefront Powers the Launch of Home Security Store

December 11th, 2009 – Westlake, OH – AspDotNetStorefront announces the official site launch of Home Security Store, powered by the AspDotNetStorefront ML e-Commerce shoppingcart software.

Building on top of the AspDotNetStorefront platform (the same software used to power high-profile online stores such as Z-Gallerie and Virgin Mobile Australia), a team of programmers, coders, and website developers at Home Security Store built a fully customized website designed to meet and exceed customer expectations by extending the included functionality and building new features on top of the core architecture. Home Security Store Vice-President Ralph Winn, who has 36 years of experience in the home security field, says:

"I'm very pleased and excited to announce a brand new website that gives our customers new features and more savings. It has been such a great project to work on and is a true example of the collaborative way in which we all worked together here at the Home Security Store."

Lisa Van Kuren, Marketing Manager for AspDotNetStorefront commented that, "AspDotNetStorefront prides itself on being able to provide both a substantial out-of-the-box feature set as well as a robust and flexible platform for developers and e-commerce merchants. We were wonderfully pleased to be a part of such a well-executed project. It is an excellent example of both capabilities of Home Security Store's development team as well as the extensibility of the AspDotNetStorefront platform."

The new website site took over six months to build and launch after a year of planning and researching what the customer wants and needs most. Home Security Store Web Supervisor Justin Marini:

"We put ourselves in the customer's shoes. We know today's smart shopper wants to make a quick and informative decision without the hassle of unnecessary marketing and a tedious checkout process. Therefore, we built an intelligent online store that is secure, fun, informative, and to the point."

The new website organizes and features the most popular and efficient home security and home automation products on the market today. The site features new product pages which offer more information to give consumers a better understanding of products, systems, and purchases. The site also has a new Home Security Store TV section that features a video review library which you can browse through to help you get a better look at product designs and features.

Furthermore, the new website is home to Knowledgebase, a section in which sought after technicians share much needed information and answers to the most frequently asked questions. In addition, Home Security Store's new customer account section is a more reliable platform in which customers can track orders and shipments in real time.

Building value for the consumer is what Home Security Store is all about. The company has enjoyed much success over the past two decades serving as the number one destination for the do-it-yourself home security industry for both home and business use.

"Our success is gratifying, but we know we have to be better than our adversary. I think we are, but we can't rest on our laurels. We have to keep improvising," Winn said.

The team at Home Security Store embraces the years to come and the changes that will inevitably come with it. They also thank AspDotNetStorefront for helping to make the new website a success.

About AspDotNetStorefront

AspDotNetStorefront.com, a division of Discovery Productions, Inc., is a privately held company headquartered in Westlake, OH that provides [online e-commerce shopping cart software](#) for over 10,000 merchants and over 6,000 developers and DevNet partners. For more information, visit <http://www.aspdotnetstorefront.com> or call 602-490-0243, x2.

About Home Security Store

Home Security Store is the premiere website for all your home security needs, offering thousands of products at an affordable cost. Home Security Store features hardwired and wireless home alarms, surveillance systems, fire protection, and more by top name companies. For more information, visit <http://www.HomeSecurityStore.com> or call (888) 501-7870.

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