



DOOR JAMB ARMOR® ANNOUNCES THE NEW ULTRA DOOR JAMB ARMOR® LINE. THE BEST IN DOOR REPAIR AND HOME SECURITY KEEPS GETTING BETTER

Door Jamb Armor®

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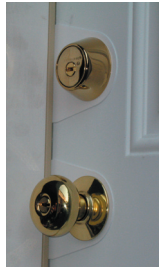
South Hackensack, NJ, August 27, 2007- Today **Door Jamb Armor®**, a leading manufacturer of door repair and home security products, announced that it has added the new **Ultra Door Jamb Armor®** line to its growing portfolio of products. The **Ultra Door Jamb Armor®** line, which features knock-out holes along the length of the Jamb Shield and a new lower profile appearance, will work on doors with multiple deadbolts (including privacy locks) and reduces the need for users to measure their lock spacing before installing the product.

As the number of kick-ins and home invasions continues to increase, more people have begun to take notice of **Door Jamb Armor®**, a set of metal sleeves that slide over an existing door and wooden doorjamb to repair existing kick-in damage and/or to help prevent future invasions. An average 12 year-old can kick in an average entry door, with a deadbolt, and simply repairing a broken jamb, caused by a kick-in, can easily cost more than \$500, in addition to what is stolen. Broken doorjamb repair has never been an easy task. It generally takes hours to repair a door that has been kicked in and recently completed door repairs are often kicked in again. **Door Jamb Armor** combines an easy repair alternative with a total door security solution that is unlike anything else on the market. **Door Jamb Armor®** has proven to be a very valuable tool, saving maintenance personnel and apartment owners across the country a tremendous amount of time and money.

The Ultra Line was developed in response to landlords and apartment owners, who are often required to provide privacy locks, (locks that only open from the inside) in addition to deadbolts, for their tenants' safety. This third hole presented a problem for the Standard and Universal **Door Jamb Armor®**, which were made to accommodate doors with only two locks. With the Ultra Line, users simply punch out, whichever of the holes they need. The outline of the other holes is barely visible once the piece is installed. This is also a great feature for locksmiths, maintenance personnel or homeowners, who can't, or simply don't want to, measure their lock spacing before installing **Door Jamb Armor®**. The new lower profile Ultra Door Shields offer a great new look and can be painted, as can all **Door Jamb Armor®** products.



Jamb Shield



Door Shields



Hinge Shields

“We developed our Ultra Door Jamb Armor® line in direct response to customers, who wanted a product that was easier to use. We have a large number of customers, who must use multiple deadbolts, or privacy locks, on their doors. We also have customers, who simply do not want to measure the spacing between their locks before purchasing our products. We are confident that this new line will be very well received among all of those customers and that this introduction will further set us apart as the innovators in this market. We will continue developing new products as long as our customers continue to ask for them,” says Alan S. Young, CEO.

Many people believe that a home security system, with off site monitoring, is all they need to keep their homes secure. In fact, alarm systems simply alert an owner that an intruder is already inside, and they do nothing to stop an intruder that has made the decision to enter a home. In addition, while the average police response time to a home alarm is greater than 20 minutes, an experienced thief is in and out of a house in less than 5 minutes.

Door Jamb Armor® was developed by the members of a real estate investment company with properties under renovation located in “transitional” areas. Following several break-ins, increasing property loss costs, and several failed attempts to solve the problem with existing solutions, they began to consider their own alternatives. The product was initially designed as an alternative to expensive security doors but is often used to repair broken jambs while also helping to prevent repeat offenses. The Ultra Door Jamb Armor® set comes with one Jamb Shield, two Hinge Shields and two Door Shields. The product can be installed by most do-it-yourselfers in less than an hour and installation does not require any professional carpentry skills.

Door Jamb Armor® products have been featured in multiple episodes of the Discovery Channel’s show, “It Takes a Thief”, by HGTV, on Fox News in New York and Phoenix and in multiple national magazines. The products were rigorously tested for more than a year before they were brought to market and the quality shows in the reviews that they consistently receive.

“This is a great product... It Can be used in situations where no other product will work. Had I known about this sooner, we would have used it on every episode. I’m sold. I highly recommend this product to every family, and **Door Jamb Armor®** should be implemented in every security application,” advises Frank J. Santamarena, Physical Security Professional and Security Advisor to the Discovery Network’s show “It Takes a Thief”.

Founded in 2004, **Door Jamb Armor®** designs and distributes proprietary products that repair kick-in damage and provide security for homes, apartments and office buildings.

For further information Contact:
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Once they’re in... It’s Over!

