

## **Mercom Capital Group Partners with Visual Management Systems in Response to Crime Affecting Austin Nonprofit, Big Brothers Big Sisters**

### *East Austin Crime Victimized Nonprofits Lacking Adequate Security Measures*

AUSTIN, Texas – July 14, 2008 – After learning about a string of recent crimes affecting the well-known nonprofit, Big Brothers Big Sisters of Central Texas, a local public relations and investor relations firm, Mercom Capital Group, partnered with Visual Management Systems to provide the facility with digital surveillance technology to secure its premises. The installation took place from July 12, 2008 to July 14, 2008 as featured on Fox 7 News and KEYE 42 CBS News.

Mercom called on its client, New Jersey based digital surveillance company, Visual Management Systems, to provide and install its highly advanced surveillance equipment after hearing of several instances of crime that have affected the Big Brothers Big Sisters facility. The building previously had minimal, outdated security measures in place. Visual Management Systems installed digital CCTV cameras inside and around the Big Brothers Big Sisters building, particularly surveying the parking lot, where the majority of the crime took place. The digital CCTV cameras will record all activity to a digital video recorder (DVR) and can be viewed live from any Internet connection by Big Brothers Big Sisters employees.

Big Brothers Big Sisters has been helping children ages six to 16 reach their potential through professionally supported one-to-one relationships in the Austin area since 1971. The Central Texas office is located at 1400 Tillery Street, Austin, Texas, an area where car vandalism, theft and even gutted air conditioners has been a recent trend. Big Brothers Big Sisters has been a victim of around five to six car break-ins in the past couple of years, as well as a purse stolen out of an employee's office after a man was let in to use the restroom, several employees reported.

"The safety and security of our employees, our volunteers, and our client families is very important to us. Because our building has few immediate neighbors, we've felt vulnerable," said Melanie Chasteen, vice president of marketing and communications for Big Brothers Big Sisters of Central Texas.

"For several years, our budget wouldn't allow for increased security measures beyond our existing alarm systems and lighting. Neither had deterred the smash and grabs, which occurred even in daylight hours. Mercom and Visual Management Systems have been very generous in providing a tool to us that we couldn't otherwise afford, that allows us to feel some measure of control over our premises," Chasteen continued.

In response to the tide of crime, Mercom Capital Group surveyed over 30 nonprofit organizations located in the general vicinity of Big Brothers Big Sisters in East Austin. Of those that were reached, over half had either been victimized by vandalism or theft on their property in the recent past. Only three of the organizations surveyed had video surveillance equipment installed.

"It is really disconcerting that unfortunate incidents such as these happen to such well-meaning and valuable organizations like Big Brothers Big Sisters and other nonprofits," said Wendy Prabhu, president and co-founder of Mercom Capital Group. "Given our relationship with Visual Management Systems, we were extremely happy to coordinate this surveillance system contribution to such a deserving organization so that they can continue to provide their mentoring services in an effective manner."

"I am very happy to be working with Big Brothers Big Sisters of Central Texas. Visual Management Systems has a special connection to the Austin business market and we have come to know and

appreciate all that Big Brothers Big Sisters does,” said Jason Gonzalez, CEO of Visual Management Systems.

Visual Management Systems installed its Virtual Manager 2 system, consisting of seven digital cameras that produce high resolution images. The cameras’ infrared technology will provide surveillance during nighttime when employees are not present. The high-storage DVR, which will contain all recorded images, can be searched for a time and date should an incident occur after hours and then be immediately provided to the police.

Jason Gonzalez completed the installation himself on the weekend of July 12, 2008 and will demonstrate the system with Mercom on July 14.

#### **About Big Brothers Big Sisters**

Big Brothers Big Sisters is the oldest, largest and most effective youth mentoring organization in the United States. They have been the leader in one-to-one youth service for more than a century, developing positive relationships that have a direct and lasting impact on the lives of young people. Big Brothers Big Sisters mentors children, ages six through 16, in communities across the country – including yours. Their mission is to help children reach their potential through professionally supported, one-to-one relationship with mentors that have a measurable impact on youth. For more information about Big Brothers Big Sisters, visit: <http://www.bbbs.org>.

For more information about Big Brothers Big Sisters of Central Texas, visit: [www.bbbscentraltx.org](http://www.bbbscentraltx.org).

#### **About Mercom Capital Group**

Mercom Capital Group, llc is a full-service investor and public relations firm based in Austin, Texas. The company provides strategic investor relations and public relations advice and services to both public and private companies. Mercom manages all aspects of a public relations program including strategic planning, media relations, campaign development, media targeting, event planning, road shows and industry analyst relations and recently expanded its services to include corporate social responsibility and community relations campaigns for its clients. Mercom helps its clients develop industry relationships with media, analysts, and other strategic partners. For more information about Mercom Capital Group, visit: <http://www.mercomcapital.com>.

#### **About Visual Management Systems**

Visual Management Systems, Inc. is a publicly-held manufacturer and marketer of loss prevention systems with shares traded under the stock symbol VMSY. VMSY delivers online corporate surveillance solutions anytime, anywhere that can help companies improve safety and security, worker productivity, customer service and return on investment. Users of VMSY’s surveillance technologies can view their operations live from anywhere in the world. Through its wholly owned subsidiary, Visual Management Financial Services, the company provides flexible financial options for equipment and service purchases, making VMSY solutions affordable for all types of businesses. For more information visit the company’s Web site at [www.vmscctv.com](http://www.vmscctv.com) or contact corporate headquarters at 1-877-323-CCTV.

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