



## **Brink's Announces Brand Licensing Agreement with MONI Smart Security**

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RICHMOND, Va., Feb. 26, 2018 (GLOBE NEWSWIRE) -- The Brink's Company (NYSE:BCO) today announced that it has entered into an exclusive trademark licensing agreement with MONI Smart Security, the primary operating subsidiary of Ascent Capital Group, Inc. (NASDAQ:ASCMA).

Under terms of the agreement, MONI will have exclusive use of all Brink's trademarks related to the residential smart home and home security categories in the U.S and Canada, and Brink's will receive minimum and growth-based royalties that will increase over time as the Brink's Home Security brand is reintroduced. First-year royalties are expected to total approximately \$5 million and could more than double if the business grows as planned. The agreement provides for an initial term of seven years and allows for subsequent renewal periods, subject to certain performance metrics, that extend the agreement beyond 20 years. The rollout of the Brink's Home Security brand, which will result in a complete rebranding of MONI, is expected to be completed in the second quarter of 2018.

Doug Pertz, president and chief executive officer of Brink's, said: "For over 150 years, the Brink's name has been synonymous with trust, safety and security. This agreement represents an exciting milestone that provides a foundation for us to further leverage an already powerful brand. With approximately one million subscribers, MONI is one of the largest and most reputable home security companies in the U.S. We look forward to helping them accelerate their growth as the new Brink's Home Security. Our shareholders will benefit from the reintroduction of the Brink's brand into this segment through increased brand equity and recurring royalty income."

Jeff Gardner, MONI's president and chief executive officer, said: "A strong brand is critical in the new era of the smart-home. Through this agreement with Brink's, we will go to market with the number two nationally recognized home security brand that symbolizes strength, security and, most importantly, trust. The Brink's name provides us with a more dynamic growth profile and strengthens MONI's position as a leader in the growing smart-home security market. This is truly an exciting opportunity for our employees, customers, dealers and investors."

### **About The Brink's Company**

The Brink's Company (NYSE:BCO) is the global leader in cash management, secure logistics and security solutions including cash-in-transit, ATM services, cash management services (including vault outsourcing, money processing and intelligent safe services), international transportation of valuables, and payment services. Our customers include financial institutions, retailers, government agencies, mints, jewelers and other commercial operations. Our global network of operations in 41 countries serve customers in more than 100 countries. For more information, please visit our website at [www.Brinks.com](http://www.Brinks.com) or call 804-289-9709.

### **About MONI**

MONI is a subsidiary of Ascent Capital Group, Inc. (NASDAQ:ASCMA), and is one of the largest home security alarm monitoring companies in the U.S. Headquartered in the Dallas-Fort Worth area, MONI secures approximately one million residential customers and commercial client accounts with monitored home and business security system services. The company is supported by the nation's largest network of independent Authorized Dealers, providing products and support to customers in the U.S., Canada and Puerto Rico. MONI was named the "Connected Home Security Company of the Year" in 2016 and "Connected Home Automation Company of the Year" in 2017 by IoT Breakthrough, an independent organization that recognizes excellence in Internet of Things technologies.

To learn more about MONI and the full suite of smart, personalized home security solutions available, visit [www.mymoni.com](http://www.mymoni.com). Click [here](#) for licensing information.

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