



FOR IMMEDIATE RELEASE

Contact: Matthew J. Thomas
Tyco Fire Protection Products
+1-215-362-0700 ext. 51543
Matthew.Thomas@Tycofp.com

TYCO FIRE PROTECTION PRODUCTS INTRODUCES ENHANCED RAPID RESPONSE WEBSITE
Product Literature, Resources and Videos Provide Interactive, User-Friendly Experience

LANSDALE, Pa. (January 3, 2012) – Tyco Fire Protection Products (TYCO), a global leader in fire suppression technologies, introduces a newly re-designed website for the RAPID RESPONSE Residential Fire Sprinkler System (www.Tyco-RapidResponse.com). The new website features best-in-class solutions and information for fire sprinkler contractors, designers and installers; building and fire officials; homebuilders; and homeowners.

“We re-designed our RAPID RESPONSE website from the ground up to create a more user-friendly experience,” said Matthew Thomas, Senior Marketing Manager of Water Fire Protection Products at TYCO. “Visitors have access to product literature, an updated video library, a ‘Locate an Installer’ function that identifies RAPID RESPONSE Network Contractors on an easy-to-read map, and other resources that will help them learn about this life-saving technology and determine which solution is right for them.

“Contractors will be especially pleased with the new site because we’ve devoted a significant portion of it to meeting their needs,” Thomas said. “The redesigned site now includes technical data for all of our sprinklers, pipes and fittings, plus installer guides and links to training opportunities that will help contractors stay up-to-date. There’s even a frequently asked questions page they can use as a resource for customers.”

The new RAPID RESPONSE website will be frequently updated with new product announcements, literature, technical data and ongoing training opportunities.

Additionally, the new website also reflects the recent redesign of our Rapid Response logo. The signature line changes from “Home Fire Sprinkler System” to “Residential Fire Sprinkler System” to reinforce the brand strategy to not only single-family but also multi-family residential applications.

Explore the new RAPID RESPONSE website today by going to www.Tyco-RapidResponse.com.

About RAPID RESPONSE

RAPID RESPONSE is a brand of Tyco Fire Protection Products representing the most complete residential fire sprinkler system on the market today. The RAPID RESPONSE Residential Fire Sprinkler System consists of state-of-the-art fire sprinklers, CPVC pipe and fittings, and a full line of system components including riser assemblies, valves, water flow detectors, alarms and hangers.

www.tyco-rapidresponse.com

About Tyco Fire Protection Products

Tyco Fire Protection Products is a strategically aligned business unit of Tyco International with globally recognized products sold under leading brands, including ANSUL, CHEMGUARD, DBE, EZCare, FLAMEVision, GRINNELL, HYGGOOD, NEURUPPIN, PYRO-CHEM, RAPID RESPONSE, SIMPLEX, SKUM, SPRINKCAD, THORN SECURITY, VIGILANT, and ZETTLER. Tyco Fire Protection Products produces fire protection, detection, and mechanical building construction solutions for commercial, industrial, institutional, governmental, and residential customers. Heavy emphasis is placed on research and development, resulting in innovations and global approvals. Key products include manual fire-fighting equipment, detection/suppression systems, extinguishing agents, sprinkler systems, valves, piping products, and fittings. For more information, visit www.tycofsbp.com.

###