

Paris, 27.03.2008

Niscayah is now the new name of Securitas Systems in France

Securitas Systems is now officially called Niscayah in France. As Kéo Douang, chairman of Niscayah-France, announced during a launching event yesterday evening at the “Cité de l’architecture & du patrimoine”.

Over 400 guests joined Kéo Douang and the famous climber Catherine Destivelle in celebrating the birth of Niscayah.

After ten years of expansion and consistent performances within the Securitas group along with an introduction to the stock market in 2006, Securitas Systems retains its controlled trajectory by rebranding. **“Niscayah will be a worldwide brand, a new name clearly displaying the group’s strategic will to be a leader. A clear vision and a promising future are ahead of us”** declared Kéo Douang yesterday evening at the “Cité de l’architecture et du patrimoine”.

Announced late January, the rebranding is effective as of today in France, covering the entirety of the company, from the business cards to the fleet of intervention vehicles, the Niscayah brand comes to life today.

Each countries of the Group has his own planning for the name change to Niscayah. On the 22nd of April, the process will be effective worldwide.

Niscayah originates from Sanskrit and means secure and reliable. The new brand will position the company as an international security partner operating with new technologies.

Niscayah is the first worldwide security partner to offer packages to customers with maximum security demands. The markets concerned are bank, industry, health, defense and retail. The different services offered are based on state-of-the-art-technology and concepts incorporating access control, video surveillance, anti-trespass and fire detection. In France, Kéo Douang is the president of Niscayah.