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## FIRECOM LAUNCHES NEW WEBSITE

*The redesigned web site incorporates bold graphics and compelling on-scene firefighter photography.*

Portland, Oregon- February 18, 2011 - Firecom announces the launch of their new website [www.firecom.com](http://www.firecom.com). The site features straightforward navigational tools, in-depth product information, expanded customer support, relevant educational information, a live Fire News Feed and a Firefighter Photo Section. The redesign incorporates bold graphics and compelling on-scene images of firefighters using Firecom products.

"We created a user-focused web site that accomplishes several things; it gives our customers in-depth information on Firecom products and also creates a place for firefighters to have some fun, get inspiration and find helpful resources." states Firecom's founder and CEO, Brian VanderPloeg. After decades of serving and working with firefighters, VanderPloeg was inspired to pay tribute to the firefighting professional, "We wanted to have a place on the site that was just for our customers. Our Firefighter Photos section showcases photographs submitted by our customers, for our customers. It is a salute to their courage and their service."

Join Firecom.com on [www.facebook.com/Firecom1](http://www.facebook.com/Firecom1) and [www.twitter.com/Firecom\\_](http://www.twitter.com/Firecom_)

### About Firecom

Since 1989, Firecom has supplied leading edge technology in advanced communication devices to the fire and rescue industry. From innovative wireless headsets, to rugged and durable intercom systems, Firecom has built the most trusted name in the industry by continuously improving and developing ground-breaking new products. Firecom introduced its first intercom system to the fire and rescue industry in 1990 at the Fire Department Instructors Conference. Since that time, Firecom has maintained a very close relationship with fire departments, striving to research and develop new advancements and improve safety and communication effectiveness. Firecom introduced the first wireless headset to the fire and rescue industry in 2008 and currently has thousands of loyal wireless customers in the first responder market.

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Firecom is a division of Sonetics Corporation, which was established in 1983. Sonetics Corporation provides innovative communication solutions for challenging audio environments in a wide variety of industries. Headquartered in Portland, Oregon, Sonetics is also the parent company of Flightcom Corporation, a prominent manufacturer of cockpit communication equipment for general aviation enthusiasts and the US Military. Flightcom's products are distributed through an extensive network that includes 450 dealers worldwide and is represented in over 30 countries.

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