



## PRESS RELEASE

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FOR IMMEDIATE RELEASE

### **Homeland Security & Defense Business Council Partners with the American Security Challenge to Find the Most Innovative and Best Homeland Security Technologies**

Washington, D.C. February 26 -- The Homeland Security & Defense Business Council and the American Security Challenge today announced that the Council would be the 2009 Platinum Sponsor of this year's Challenge. "The Council embodies private sector solutions for our nation's homeland security requirements. What better way to nurture emerging security technologies and develop the next generation of solutions than to support the American Security Challenge?" said Marc Pearl, President & CEO of the Council.

"We're excited about partnerships like the one with the Council because prominent business leaders in homeland security are the critical link to a more rapid commercialization of emerging security technologies, and are at the forefront of bringing these technologies to the battle against terrorism, the defense of our nation and a rapid response in the event of an incident." said Roger London, Chairman of the Challenge. "The Homeland Security & Defense Business Council is an organization that leads private sector solutions by nurturing and supporting emerging security technologies and their members encourage and strongly support private sector solutions to public sector challenges. The Challenge not only helps the country, allowing a multitude of emerging firms an opportunity to apply, but this partnership will offer Council members an opportunity to get the first look at the most innovative, advanced security technology ideas in the country. I am excited that our applicants will have the opportunity to be introduced to the Council's members."

This year's American Security Challenge finals will take place on **May 21, 2009 at the Ronald Reagan Building and International Trade Center** in Washington, D.C. The event will be held in conjunction with NDIA's **2009 Homeland Security Science & Technology Stakeholders Conference East** with subject matter support provided by the Science & Technology Directorate (S&T) of the U.S. Department of Homeland Security. The application deadline for the opportunity to win investment capital or customer contractual awards is March 30 and all details on the Challenge and eligibility are available at [www.AmericanSecurityChallenge.com](http://www.AmericanSecurityChallenge.com)

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#### ***About the Council***

The Homeland Security & Defense Business Council, a non-profit, non-partisan corporate membership organization, has, for over four years, promoted the importance of the private sector in the mission of homeland security. The Council sponsors a numerous activities designed to foster a "culture of preparedness and partnership" between the public and private sectors to protect and prepare our nation. To learn more about the Homeland Security & Defense Business Council, visit our website at [www.homelandcouncil.org](http://www.homelandcouncil.org).

#### ***About the American Security Challenge***

The American Security Challenge is a non-profit event under the aegis of the National Security Initiative, a non-profit organization that seeks to speed innovative security technologies to market to secure our nation's citizens and critical assets. Launched in 2007, the American Security Challenge selects the best emerging security technology firms for financial and other awards. The Challenge also presents the Patriot Award to a private sector leader that has distinguished him or herself in the service of our nation's security.