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Security Veteran Domenic Isola joins Cross Point Industries as Director of Sales

Encinitas, Calif. (March 26, 2003) – Domenic Isola, a security industry veteran of over 20 years experience, has joined Cross Point Industries, Inc. as Director of Sales. Isola will drive sales channels and increase product awareness of the company's new Voice Alert System-6 wireless annunciator in the security industry and other related markets. He will also be responsible for managing the company's manufacturers' representatives nationwide for both the security and pool safety industries.

"We are very excited about Domenic joining our team," said Phil Kessler, CEO of Cross Point Industries. "He brings invaluable experience and insight of the security industry and its unique sales channels. Domenic's proven ability of rapid and dynamic sales growth is a key ingredient to our continued success and we are delighted to have him aboard."

Isola is best known in the security industry from his positions with Gyyr Inc., where he directed the U.S. sales team and helped the company achieve more than \$40 million in sales over the course of a decade. He left Gyyr in 1998 after three years in international sales to start his own manufacturers' representative company, Universal Systems Asia, Ltd. (U.S. A.) in Hong Kong.

About Cross Point Industries

Cross Point Industries, Inc develops and markets innovative products designed to alert and automate homes and businesses. Voice Alert System-6 is a patented product designed to provide remote monitoring of controlled zones. Residential uses include perimeter security, driveway alarm, child safety, pool security, visitor announcement, and property protection. Commercial uses include perimeter control at construction sites, delivery notification, retail loss prevention, customer greeting/announcer, restricted access control, and warehouse security. Additional information is available at www.voicealert.com.