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S&P Capital IQ Initiates Coverage on Guardian 8 Holdings in S&P Capital IQ Factual Stock Reports

NEW YORK, July 15, 2014 /PRNewswire/ -- S&P Capital IQ (MHFI) announced today that it has commenced Standard & Poor's Factual Stock Report coverage on Guardian 8 Holdings (GRDH)

Guardian 8 Holdings (GRDH) is a provider of a new category of personal security devices, enhanced non-lethal (ENL) devices, that incorporate layered defensive measures to help security professionals and consumers protect themselves against personal attacks, while capturing critical images and audio recordings to defend against personal liability. Risk mitigation capabilities are further enhanced through the patented use of Bluetooth enabled emergency notification technology creating a command center communication link and incident recording capabilities. GRDH develops, manufactures and sells these personal security devices, designed to deliver layered defense for low-impact de-escalation and risk mitigation.

Since inception, the company has been focused on developing and patenting its first commercial product, the Guardian 8 Pro V2, as well as the key functions that create market differentiation. The company has been issued three patents: Design patents 681,768 (issued May 7, 2013) and 688,769 (issued Aug. 27, 2013); and Utility patent 8,310,360 (issued Nov. 13, 2012). The company has also been formalizing marketing and manufacturing strategies as well as building customer distribution channels in preparation for its first product launch into the private security market. During the year ended December 31, 2013, Guardian received its first production units assembled by its contract manufacturer and shipped initial revenue totaling $43,619.

The G8 Pro V2 establishes overlapping protection zones with increasing levels of non-lethal response. By combining an array of non-lethal tools that can be used when responding to threatening situations, the Pro V2 protects not only guards but also the security administrators and the companies they work for, as well as the subjects. The G8 Pro V2's inherent risk mitigation capabilities are further enhanced through the unit's on-board command center communication link and incident recording capabilities. Through the Pro V2's Bluetooth technology, guards access push-to-talk connectivity with support personnel. Audio and still images are automatically captured and stored when the unit is armed.

The company's product, with its layered defensive approach, seeks to address certain deficiencies in the security market, including under-equipped guards, emboldened subjects and memory-driven reporting. Guardian 8 believes that security guards lack the tools to effectively de-escalate many situations, resulting in reduced situational confidence, increased injuries and claims and exposure to litigation. The company also believes that a guard's "unarmed appearance" contributes to disrespectful behavior on the part of a subject and the impression that the guard is a soft target. Memory-driven reporting can lead to inconsistencies and non-objective accounts. By solving these issues, Guardian 8 can reduce the legal risks associated with interpersonal conflicts, enhance employee retention and lower operating costs, according to the company.

Guardian 8 is targeting various markets, including the professional security market; industries with safety concerns, such as manufacturing and refining facilities, healthcare services, real estate agents, education/campus safety and public administration; and certain international markets. The company recently launched product sales targeting the professional security market, and it plans to target the personal market with a consumer model which is expected to launch in 2015.

In February 2014, the company expanded its sales team with strategic hires for three newly created sales director positions. The new sales directors bring more than 30 years of combined experience from past positions at Securitas Security Services USA, Kent Security and W.W. Grainger. GRDH said it is continuing to execute its business plan with the roll out of domestic sales personnel to complement its international efforts and that its technology is being adopted in a variety of industries including hospitals and corporate campuses intent on mitigating workplace violence concerns.

In January 2014, Guardian 8 signed a two year strategic alliance with CALSAGA, the California Private Security Association and its 90,000 members. The alliance jointly promote the sale and integration of the Pro V2, training, and accessories in a bundled product offering to CALSAGA members.

Guardian 8 Holdings is headquartered in Scottsdale, Arizona.

S&P Capital IQ's Factual Stock Report coverage on Guardian 8 Holdings. will also be accessible on an ongoing basis to the investment community by scores of buy-side institutions and sell-side firms that utilize S&P Capital IQ research and information platforms daily. Millions of self-directed investors also have access to the report via their e-brokerage accounts. Please visit http://www.guardian8.com for additional information.

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