



PRESS RELEASE

Contact: Caster Communications, Inc. at 401.792.7080

Linear Announces Next Dealer Webinar: A Deep Dive Into LinkedIn

Security leader expands its educational webinar series, offering training for dealers looking to strengthen their personal brand recognition and organically grow their business through social networking.

Carlsbad, CA – October 3, 2014 – Linear LLC, a Nortek company (NASDAQ: NTK) and leader in residential and commercial access control, health and wellness, home automation and security solutions, announces a free webinar for security and home technology dealers. *A Deep Dive into LinkedIn Strategy*, will take place on Tuesday, October 14th, 2014 at 1:00 PM ET / 10:00 AM PST and will highlight strategies for using *LinkedIn* as a recruitment, new business and brand-building tool.

The Linear webinar will include a brief introduction to LinkedIn, including how to setup and optimize a personal and company profile and how to use paid and free features to maximize business development and ROI. The session will run approximately 45 minutes with an additional 15 minutes open for questions and commentary.

“LinkedIn is a powerful business development and recruiting tool when used effectively,” said Duane Paulson, Senior Vice President of Product and Market Development at Linear, LLC. *“Our webinar will dig into some of the lesser known LinkedIn features and hone in on specific strategies for growing and managing a business.”*

Attendees can also expect to gain a variety of key takeaways and a clearer understanding of:

- Optimizing and managing both a personal and company LinkedIn profile
- How to join groups and conversations
- Using LinkedIn's Paid features
- Hiring and recruiting through LinkedIn
- Finding Local Business Leads off LinkedIn
- Using the LinkedIn Developer Site

The first live session of the **“A Deep Dive Into LinkedIn Strategy”** training webinar for **Linear dealers will be held on October 14th, 2014 at 1PM EST / 10AM PST.** The session will



also be recorded ensuring that dealers who are unable to attend live can still reap the benefits, when it is most convenient to their schedules.

Linear encourages all interested dealers to take advantage of this educational webinar by reserving a spot today. Linear dealers can get more detailed information about the webinar or register to attend at www.linearcorp.com/dealertraining or by calling 1-800-421-1587.

About Linear LLC

Linear LLC is a leading manufacturer and OEM supplier of intelligent access control, security, personal wellness and home automation products. Leveraging extensive design and engineering capabilities and more than 50 years of innovation, Linear supplies its technology to leading distributors, retailers, service providers and manufacturers dedicated to addressing the lifestyle and business needs of millions of customers every day.

Headquartered in Carlsbad, California, Linear is a subsidiary of Nortek, Inc. (Nasdaq: NTK) a global, diversified company whose many market-leading brands deliver broad capabilities and a wide array of innovative, technology-driven products and solutions for lifestyle improvement at home and at work. Please visit www.nortek.com for more information.

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Nicholas Brown nbrown@castercomm.com
Kimberly Lancaster klancaster@castercomm.com
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