

TLK FUSION JOINS FORCES WITH GUARD NOW HOLLYWOOD'S GO-TO SECURITY FORCE FOR ALL THINGS PROTECTED, UNDER CONTROL

Look for the Men in Red... the Sizzle Behind the Shield!

<http://www.guardNOW.NET>

(LOS ANGELES: March 15, 2010) – A wedding, a Red Carpet event, home alone... who are you going to call? ***guardNOW!*** TLK Fusion Entertainment, Inc., Hollywood's premier broker for branding – fusing celebrities/VIP's with products and services – has just fused its own force to be reckoned with, *guardNOW*, L.A.'s best-kept secret for providing security and priceless peace of mind. Anyone needing that special protection for home or business, and from a service that goes beyond its call of duty, can rest assured... *guardNOW* is here to protect and to serve. Hollywood's new gold standard (or red shirt standard) for doing an event right.

As a company that has predominantly offered its services online, *guardNOW* CEO/President, Zabi Kator, explains: "We strive to offer a convenient and affordable solution for meeting everyone's security needs. Our company's online approach has allowed us to cut costs without compromising security or value." The go-to security force, and *speed-dial source*, for keeping situations and people protected and under control, *guardNOW* pulls no punches – just straight service! As also stated on its website (<http://www.guardNOW.NET>), "the new, faster, easier way to get a guard... we've got you covered." Anyone visiting the site and taking a closer look at the priceless value and service it provides, will easily draw their own conclusions.

From brokering a wide range of endorsements and other branding opportunities for its prestigious clientele, TLK Fusion now proudly shines its *guardNOW* badge with newest right-fit placements, both in and around Hollywood. As newly announced, *guardNOW* will be providing security (*check out the men in red shirts and black ties*), at the upcoming Bravata International/Muscle Flex launch party, April 8th, in Los Angeles (location TBA), with Kim Kardashian who is an avid endorsee of the workout apparel. It is anticipated this Red Carpet event will draw a massive crowd, and the added security presence of *guardNOW* will certainly give all participants and guests peace of mind.

From becoming a welcome fixture on the Hollywood scene, as a vital part of a celebrity's entourage, to simply creating a force and presence at the next star-studded soirée, *guardNOW*, through its exciting association with TLK Fusion, makes clear its protective imprint is here to stay.

TLK FUSION JOINS FORCES WITH GUARD NOW

Page Two of Two...

As a *guardNOW* request is determined by the scale necessary to protect and secure a next important event, or a VIP – *an ounce vs. a pound of protection* – the company has personal escorts/bodyguards on call to meet every need and occasion. *guardNOW's* version of the Buckingham Guard (an L.A. first and must-be-seen to be truly appreciated scene).

Art/Museum Exhibits, Business Meetings Carnivals/Fairs/Circuses, Concerts, Conventions/Conferences/Seminars, Disaster/Crime Response, Executive Escorts, Festivals, Fire Watch, Gaming/Sporting Events/Marathons, Grand Openings/Receptions, Movie Screenings/Production, Moving, Parades, Parking Management, Parties, Plays/Theatrical Performances, Red Carpet Events, School Dances, Religious Events and Ceremonies, Weddings

“Other guard companies often hire within the same pool of security personnel,” states Kator. “However, *guardNOW* provides people with a more specialized guard... a professional and friendly guard who meets their specific needs at a moment’s notice.”

Book a guard NOW!

Proud to have partnered with *guardNOW*, TLK Fusion looks forward to strategically aligning this exciting security brand through the highest standard recognized in the industry. Stay tuned for more from TLK, *guardNOW*... and this must-have guard presence at a party or neighborhood near you!

In the meantime, going to an event? No sign anywhere of *guardNOW's* ‘men in red’? Far be it for us to say, “be afraid... be very afraid.” *Do we have to?*

<http://www.guardNOW.NET>

###