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FOR IMMEDIATE RELEASE

Hospitality industry veteran Casey Flynn joins The SmarTV Company as Vice President of Sales

Westerville, Ohio – August 7, 2013 – The SmarTV Company, LLC (SmarTV) announces that hospitality veteran Casey Flynn has joined the executive team as the company's new Vice President of Sales. His combination of hospitality industry knowledge and relationships, sales strategy and successes, and interactive media and entertainment solutions experience position him to further develop the current GuestSmarTV solution pipeline and focus on SmarTV's aggressive growth strategy for the Hospitality market.

Casey brings over 24 years of experience delivering interactive media and entertainment solutions to the hospitality industry. He joins SmarTV from LodgeNet (now Sonifi) where he most recently served as the Regional Sales Manager for the Southeast United States and the Caribbean. He also held positions as Director of Sales for the Western US and Managing Director of Canada. In those areas, he assisted in the development of the sales organization, associated pipeline, and revenue, resulting in over 2 million guest rooms served during his tenure. Prior to LodgeNet, Casey spent many years spearheading a field sales organization as the National Sales Manager for Farmtronix, a joint venture with the Ralston Purina Company, before entering the hospitality market.

"I am thrilled to be a part of such a dynamically charged organization that truly believes in technology and has proven their capability in many industries over the years. SmarTV understands the industry challenges and has developed solutions that provide a better one-to-one guest experience and substantial hotel operational benefits. When you add in integration with multiple devices and systems to provide a single point of control in the guest room and associated public spaces for constant contact between hotels and their guests, the SmarTV platform is an industry game changer," says Flynn.

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“We are excited to have Casey join The SmarTV Company hospitality team. The relationships he has built in the industry, along with his understanding of the hotel environment and of the key components necessary to achieve a successful hospitality solution implementation make him a perfect fit for our growth plans in the market and overall business strategy,” says Michael Infante, CEO of The SmarTV Company.

About The SmarTV Company, LLC

Based in the Westerville Ohio, The SmarTV Company, LLC specializes in creating software applications, manufacturing hardware solutions, and providing TV entertainment content and advertising services to enhance user experiences for the hospitality and healthcare marketplaces. For more information on The SmarTV Company, visit www.getsmartv.com.

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