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FOR IMMEDIATE RELEASE

ESCO and SmarTV partner to provide InteracTV engagement and entertainment platform to senior living communities

Westerville, Ohio – August 29, 2013 –The SmarTV Company, LLC (SmarTV) has entered into a partnership with Cincinnati, Ohio based ESCO Technologies, LLC (ESCO) to deliver the SmarTV engagement and entertainment platform to senior living communities under the brand name, InteracTV. ESCO currently provides telephone, television and internet services to 100+ upscale senior living properties, covering 17,000+ rooms in 26 states, through its award winning CareConnect managed services program. The company is adding the SmarTV software platform into the CareConnect quadruple play communications strategy to provide senior living facilities with a better way to inform and engage with residents using interactive technology.

The InteracTV solution offers residents instant access to digital entertainment, including Free to Guest premium channel lineups, DVR capability, and Video On Demand and Pay-Per-View content. In addition, the solution connects them to facility services and property amenities, and local area information through their TV, mobile and tablet applications. The interactive user interface, customizable to the community's brand, enables residents to view community events, medication reminders and personal appointments. They can request services like housekeeping and maintenance, schedule personal care appointments, make dinner reservations and more with the system.

"We started the CareConnect program with a very simple mission: to provide fiscal value to our senior living customers while enriching the lives of their residents," says Jerry Grove, Chief Executive Officer for ESCO. "As we roll out InteracTV over the next several months, our customers will see an instant competitive advantage in the Senior Living industry. They will also experience an incredibly positive impact to their bottom line with InteracTV's built-in revenue

generation program. As a result, community residents will have a life enrichment program that's second to none."

"Providing senior living facilities with the technology to help them communicate more effectively and efficiently with their residents was the ultimate goal when we first met to discuss this joint venture in the healthcare space," says Michael Infante, CEO of the SmarTV Company. "ESCO understands the senior living space and the needs of the communities and the residents they serve. The combined InteracTV solution allows senior living facilities to focus on service levels and care, engage regularly with their residents, and add revenue to the property."

About The SmarTV Company, LLC

Based in the Westerville suburb of Columbus, 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.

About CareConnect by ESCO Technologies

CareConnect™ by ESCO Technologies, LLC is the #1 communications solution for Senior Housing Communities across America. ESCO Technologies enhances senior living communities by installing, maintaining, and supporting its advanced CareConnect™ communications equipment and network to support a state-of-the-art Nurse/Emergency Call system, and superior value Telephone, Internet, and TV services. We save Senior Housing Community clients the enormous expense of updating their life-safety and/or communications infrastructure while, simultaneously providing their residents with better services at a lower monthly rates.

About ESCO Technologies, LLC

ESCO Technologies, LLC is a wholly owned subsidiary of Setzer Corporation based in Southwest Ohio. Setzer Corporation has been in business since 1947 and owns ESCO Technologies, CTS Telecommunications, and Beacon Electrical Contractors. Setzer Corporation has annual revenues of \$80,000,000+ and employs approximately 500 staff while outsourcing an additional 1,000 certified field engineers.

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