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**FOR IMMEDIATE RELEASE**

## **Microsoft and IBM veteran Michael Infante named CEO of The SmarTV Company**

**Westerville, Ohio – February 5, 2013** – The SmarTV Company, LLC (SmarTV) announces the selection of Michael Infante as the new Chief Executive Officer for the company. His combination of skills and experience uniquely positions him to drive SmarTV's aggressive growth strategy and elevate the company brand in the hospitality and healthcare markets that SmarTV serves.

Infante comes to SmarTV from Microsoft, where he was the Global Alliance and Industry Manager for Hospitality and Travel, responsible for industry strategy, marketing, business development, and global alliance relationships for all segments within the space. This included relationships and partnerships with key players in the hotel, casino, food service, entertainment, and airline industry, as well as critical connections with Microsoft business and product groups focused on innovation and development. Prior to his 7-year tenure at Microsoft, Infante held various positions at IBM over a 12-year period.

“Having the opportunity to join The SmarTV Company team at this level is truly an exciting challenge for me and enables me to channel my true passion for building businesses which I have hoped to achieve throughout my entire career” says Infante. “My experiences and education at IBM and Microsoft could not have prepared me any better for this special opportunity and I look forward to working closely with the team to catapult the business to being the market leader in the hospitality and healthcare industries.”

“We are delighted to have Michael join the SmarTV team. His strong background in one of the major markets we serve and his thorough understanding of the company's Microsoft-based technology, paired with his vision for growth and the hospitality industry make him the perfect choice to strengthen our management team,” says Seale Moorer, Chairman of The SmarTV Company.

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Eric Eichensehr, Chief Technology Officer for The SmarTV Company agrees. “Leading a technology company takes a special set of skills including the clear understanding of all aspects of the technology platform the company has built along with the business needs of the markets we serve to provide the vision for growth and success. Having Michael on board and utilizing the rare talent he brings to our business puts us in the perfect position to gain market share while focusing on additional technology platform initiatives”

With Infante coming on board, Moorer and Eichensehr will focus their efforts on enhancing and growing the SmarTV platform and associated vertical products including the GuestSmarTV, PatientSmarTV, MobileSmarTV, and AdSmarTV solutions along with the hardware development strategy to meet the needs of the market industries served and new direct to consumer products initiatives.

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#### **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](http://www.getsmartv.com).*

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