

FOR IMMEDIATE RELEASE

SimplyHome Debuts on First Shoot of Season Nine for *Extreme Makeover: Home Edition*

ASHEVILLE, N.C, June 24, 2011 – As soon as SimplyHome was asked by the *Extreme Makeover: Home Edition* design team to provide some unique technology applications to support [independent living](#) for a home makeover, they loaded some trailers and vehicles and hit the road ready for action.

The home is for the Keefer family of York, PA. In 2008, Brian, a star athlete and college sophomore, had a gymnastics accident that left him paralyzed from the neck down. Brian's family pulled together and his dad, Steve, retired early from the military to help his son with the activities of daily living.

As the show's design team realized the specific needs of this family, assistive technology seemed to be a solution that would really enhance Brian's independence and the family's peace of mind.

"*Extreme Makeover: Home Edition* called and asked us to create some of the solutions that would enable Brian to have more control over his environment – inside and outside his home," explains Ian Sanders, SimplyHome's Director of Sales.

Allen Ray, SimplyHome's CEO, reports that since their arrival, "The production crew and staff have been absolutely amazing. And the family – they are very spiritual and I have to admit I had a lump in my throat while we talked about the plans for promoting Brian's independence through our [wireless technologies](#)."

Ray adds that the house has never had fewer than 75-100 construction people working at any given time with multiple vendors working together in every category. Building inspectors are very much involved and other volunteers are available to assist as needed.

Currently, the family has a two-story Colonial home and Brian is not able to access a good portion of it. This home makeover project will ensure that life becomes easier for Brian and the rest of his family – his dad, Steve, his mom, Dawn, and his brothers; Adam, Scott and Colin.

In 2003, SimplyHome began to brainstorm about the idea of creating [assistive technologies](#) to help the elderly and people with disabilities to live more independently.

"We thought if smart home technology can be used to do things like send alarms to fire and

police departments or turn lights on and off remotely, why not create outcomes using technology to support individuals' independence," says Ray. "This experience is truly an honor, especially when you're committed to helping people like we are," states Ray.

This build will launch the show's ninth season on ABC and will air this fall – the exact date is to be announced.

For more information, visit SimplyHome's blog at: <http://independentlivingblog.com/> or the website at: www.simply-home.com.

About SimplyHome

Located in Asheville, NC, SimplyHome designs and installs wireless technology products to promote independent living. Aging in place and helping people with disabilities to [live independently](#) is the business's core focus. SimplyHome's support systems are individually tailored to meet specific needs and to assist care providers.

About *Extreme Makeover: Home Edition*

The Emmy award-winning reality program, *Extreme Makeover: Home Edition*, now entering its ninth season, is produced by Endemol USA, a division of Endemol Holding. It's executive-produced by Brady Connell and George Verschoor. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00 to 9:00 p.m. ET on ABC,

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