

SimplyHome Receives Bronze Medal Edison Award for “Best New Product”

Edison Awards Honors SimplyHome for Innovation in Business with Bronze Medal 2012 Best New Product Award, Lifestyle and Social Impact Category, for The SimplyHome System™

Asheville, N.C. April 27, 2012

The SimplyHome System™ by SimplyHome, LLC was announced as a Bronze Medal winner for “Best New Product” at the 2012 Edison Awards Gala in New York City. The distinguished Edison Awards symbolize the persistence and excellence personified by Thomas Alva Edison, inspiring America’s drive to remain in the forefront of innovation, creativity and ingenuity in the global economy. The SimplyHome System™ is a winner in the “Lifestyle and Social Impact” category, one of fifteen categories honored by the Edison Awards.

The annual Edison Awards Gala was held in New York City Thursday, April 26th in the historic ballroom of New York’s famed Capitale.

“We are honored to receive an Edison Award,” said Allen Ray, CEO of SimplyHome. “I think the true innovation of the SimplyHome System™ technology is that it is people-centered and outcome driven. Making technology mean something – to impact individual lives –that’s the heart of what we strive to do.”

The SimplyHome System™ utilizes multiple sensors to log activities of daily living and proactively notify caregivers and loved ones of changes in behavioral patterns. Text, email or phone alerts can be generated by a single event, an intersection of multiple events or by inactivity. Assigned family or caregivers may log in to their SimplyHome account to view activity and trends in daily living patterns.

Components like motion sensors, door and window contacts, and bed pressure pads address issues including falls, wandering, and sleep routines. The SimplyHome System™ can also monitor wellness priorities ranging from blood pressure and glucose levels, to weight and medication management.

“Our goal with the SimplyHome System is to address priorities like safety, affordability, and quality of life in support of independent living,” said Allen Ray, CEO of SimplyHome.

The Edison Awards are named after Thomas Alva Edison (1847-1931) whose extraordinary new product development methods and innovative achievements garnered him 1,093 U.S. patents and made him a household name around the world. The ballot of nominees for the Edison Best New Product Awards™ is

judged by a panel of more than 3,000 individuals, including members of the Marketing Executives Networking Group (MENG), an organization comprising America's top marketing professionals and academics. The panel also includes professionals from the fields of product development & design, engineering, science and education.

This year, the nominees were judged on a new set of evaluation criteria developed in partnership with Nielsen. These new criteria establish a new definition of innovation, leveraging the primary themes of Concept, Value, Impact and Delivery.

The 2012 Edison Awards are sponsored by Nielson, Discovery Communications, SCIENCE, USA TODAY, CSRware, and applepeak. For more information about the Edison Awards and a list of past winners, visit www.edisonawards.com.

About SimplyHome

SimplyHome designs and installs wireless technology products and related care-focused services. The company is committed to promoting affordable and dignified solutions for independent living – specifically to aging and disabled populations nationwide. SimplyHome is known for its highly-customizable systems that are tailored to meet each customer's specific needs.

SimplyHome products and services range from voice-activated environmental controls (as shown recently on Extreme Makeover: Home Edition), Personal Emergency Response Systems, GPS watches, motion sensors, and stove monitors to Virtual Care Management® – SimplyHome's model for client care.

For more information, visit: www.simply-home.com .

###Media Only Contact:

Kristen Suttles

of *SimplyHome*

+1-828-684-8441

Kristen.Suttles@simplyhome-cmi.com