



FOR IMMEDIATE RELEASE

TV-Armor Highlights Critical Warranty Flaw TV Manufacturers & Retailers Don't Want You To Know

Warranties Don't Cover Damaged Screens; TV Screen Protectors By TV ARMOR Do – And At A Fraction Of The Cost Of Replacement

FREEHOLD, N.J. (October 27, 2009) --- A high-definition Plasma, LED or LCD television is a major household investment. And more than 90 percent of U.S. households with these products have more than one.

Along with this purchase comes the standard manufacturer warranty, and quite often a retailer warranty for an extra cost.

But for the consumer who fails to read the fine print of these warranties is the fact that the screens are not covered by damage from thrown objects, cracks and scratches.

Enter TV Armor

For just a fraction of the cost of replacing these expensive electronics, TV Armor (www.tv-armor.com) does exactly what its slogan says – “Protect Your TV.”

Manufacturers of the world's premiere TV screen protector, TV Armor has developed a revolutionary crystal-clear, optical grade, acrylic shield to protect Plasma, LED and LCD televisions from damage from flying objects such as toys, Wii controllers, balls, etc., as well as marks, scratches, splashes and more – all while maintaining the same vivid quality of high definition TV.

TV Armor is available online at www.TV-Armor.com.

“Most consumers don't realize just how vulnerable high-definition Plasma, LED and LCD screens are,” said TV Armor Co-Owner Michael Cunningham. “We were determined to develop a TV screen protector that prevents damage while retaining the excellent picture.”

Cunningham speaks from experience. Shortly after purchasing an \$1,800 television just prior to Thanksgiving in 2007, his young son accidentally threw a toy fire truck at it and cracked the screen. The TV wouldn't work, and the warranty did not cover replacement. Thus, TV Armor was born.

TV Armor's screen protector fits all size televisions, and attaches in seconds with a Velcro strap and felt spacers. The design is so unobtrusive that many TV Armor customers have commented on how they often forget their TV is protected with TV Armor. Additionally, TV Armor is scratch resistant and easy to clean.

Guaranteed Satisfaction

TV Armor is so confident in the quality of its TV screen protectors that it always offers consumers the lowest price and shipping costs on the Internet (find comparable TV protection online, and TV Armor will match the price AND take an additional 10 percent off the difference), a 30-day unconditional money back guarantee, and a 1 year warranty against defects.

After all, that great picture is the reason you bought your TV in the first place, right?

ABOUT TV-ARMOR.COM

TV Armor LLC manufactures the world's premiere TV screen protectors – crystal-clear, optical grade, acrylic shields to protect your Plasma, LED and LCD televisions from damage, while maintaining the same vivid quality of high definition TV.

Manufacturer warranties do not cover damaged screens, and for a fraction of the cost of replacing your TV, a TV Armor screen protector allows for peace of mind against thrown objects and scratches.

Based in Freehold, N.J., TV Armor is manufactured in the USA, using materials produced in the USA. TV Armor is available online at www.TV-Armor.com. For more information, please contact us at (800) 890-0073 or customerservice@tv-armor.com.