



## TV ARMOR HOLIDAYS SALES BOOMING, THANKS TO USELESS WARRANTIES, WII CONTROLLERS & MORE! Recently Highlighted By *News 12 New Jersey*, TV Screen Protectors Are A Big Hit For Gift-Giving This Season

**FREEHOLD, N.J. (December 21, 2009)** --- TV Armor ([www.TV-Armor.com](http://www.TV-Armor.com)), manufacturers of the world's premier TV screen protectors for Plasma, LED and LCD televisions, has seen a big surge in Holiday sales this season, thanks to consumers looking to give the gift of protection from warranties that don't cover damaged screens, the dreaded Wii controller and more.

Recently featured on *News 12 New Jersey* – where the reporter tested TV Armor's durability by throwing various items at it – TV Armor makes a great Holiday gift, “because it's an **inexpensive product to protect a very expensive investment,**” according to TV Armor Co-Owner Michael Cunningham.



*TV Armor was recently featured by News 12 New Jersey, which lauded the product after throwing several items at it*

“These types of screens are easily scratched or cracked, even if a 99 cent Hot Wheel is tossed lightly against it,” said Cunningham. “And most consumers don’t realize that screen damage is not covered by their manufacturer or retailer warranties.”

For example, a \$1,200 42-inch Plasma television can be protected by a TV Armor shield for just \$149. TV Armor sizes range from 19-65 inches, and TV Armor has been independently tested and reviewed to show that picture quality or aesthetics are not impacted one bit – much to the contrary of some of its competitors. TV Armor’s TV screen protectors are crystal-clear, optical grade, acrylic shields which also feature double the thickness of other brands.



### “WII” HAVE A PROBLEM

Wii controllers (pictured at left) are Plasma, LED and LCD television’s biggest threat. The *Home Shopping Network* aptly demonstrated this in October (pictured below). But the list of “enemies” to these sensitive screens is endless . . . remotes, toys, baby bottles, shoes, books, pens, coasters, DVD cases and more.

“You’d be amazed at some of the things we’ve heard destroying screens,” emphasized Cunningham, who founded TV Armor in 2007 after his son accidentally damaged his new \$1,800 Plasma TV with a \$7 toy fire truck.

### WHERE TO BUY

TV Armor is available exclusively online at [www.tv-armor.com](http://www.tv-armor.com). Or contact TV Armor at (800) 890-0073, or [customerservice@tv-armor.com](mailto:customerservice@tv-armor.com). TV Armor is manufactured in the USA, using USA parts only.



*This Home Shopping Network anchor got a little too zealous with the Wii controller in October, taking out a \$2,400 television with a single stroke.*