



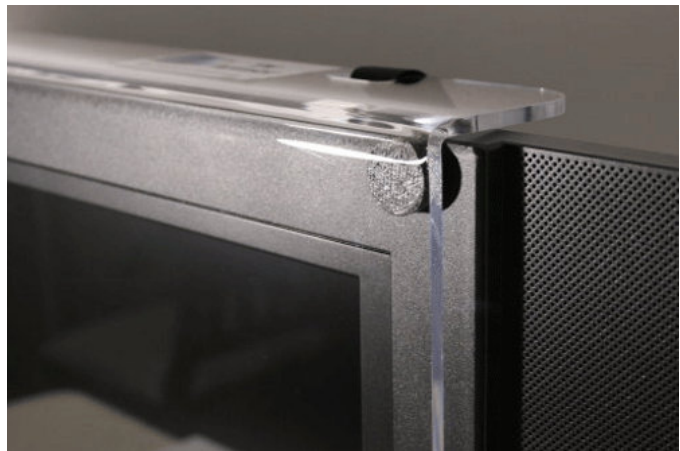
FOR IMMEDIATE RELEASE

TV Armor Solves Major Expense Problem In Hotel & Hospitality Industry

The Need To Upgrade To Expensive & Fragile Plasma, LED & LCD Televisions Results In Accidental Screen Damage – TV Armor Eliminates The Problem

FREEHOLD, N.J. (January 22, 2010) ---Today's hotel guest expects to see a high-definition Plasma, LED or LCD television upon check-in.

This one-time luxury is now considered standard, and the hospitality industry is rushing to upgrade to these expensive televisions to keep up with the competition.



But they've discovered a problem – these screens can be accidentally damaged or scratched quite easily, AND manufacturer warranties DO NOT cover screens repairs.

The answer? TV Armor (www.TV-Armor), manufacturers of the world's premiere TV screen protectors – crystal-clear, optical grade, acrylic shields to protect Plasma, LED and LCD televisions from damage, while maintaining the same vivid quality of high definition TV.

For a fraction of the price of these televisions, TV Armor (www.tv-armor.com) does exactly what its slogan says – “Protect Your TV” – and has been doing it for the lodging industry nationwide over the past several months.

“We added TV Armor to all 600 of our rooms after seeing a significant number of accidentally damaged screens, and this investment quickly paid for itself by eliminating these problems,” recently said a General Manager of a major hotel chain in Texas.

Adding to the problem is the location of the televisions in hotel rooms – generally in close proximity to other activity which can result in contact with the screen. These types of television screens can be easily and permanently damaged or scratched by fingernails, remotes, shoes, books, toys, and perhaps the most common offender – the Wii controller, which many hotel rooms now feature, as well.

TV Armor is a product fast on the rise in the lodging industry – for good reason.

Recently celebrating just its second anniversary, TV Armor has enjoyed many recent accolades by top trade shows, as well as a plethora of rave reviews on popular technology and consumer electronics websites.

In fact, TV Armor was a **featured product at the annual Hotel/Motel & Restaurant Show (IH/M&RS) this past November in New York**, the hospitality industry’s leading event for the latest products to enhance the guest experience – being touted by the show itself as one of about a dozen products (from more than 1,000 exhibitors) expected to “create a buzz” at the show.

ABOUT TV ARMOR

TV Armor is available exclusively online at www.TV-Armor.com (prices on website are retail; significant wholesale discounts exist for bulk orders). Or contact TV Armor at (800) 890-0073, or customerservice@tv-armor.com.

TV Armor is manufactured in the USA, using USA parts only. TV Armor is sized for all size TVs, and attaches in seconds with a Velcro strap and felt spacers.