



DIGITAL ENTERTAINMENT
AND AUTOMATION™

PRESS RELEASE

Contact: Caster Communications, Inc. at 401.792.7080

LIFE|WARE DELIVERY GUIDES SIMPLIFY DESIGN AND INSTALLATION FOR LIFE|WARE DEALERS

New model rolls out preconfigured, easily installed packages, signals new focus on dealer support.

Denver, CO – CEDIA EXPO 2008 – September 4 – 7, 2008 – Booth #410 – Selling and installing Life|ware™ whole home entertainment and automation solutions just got easier for Life|ware Certified dealers with the creation of Life|ware Delivery Guides, a set of preconfigured packages and marketing materials about them that drastically simplify the design and sales process.

Each design guide includes customer assessment forms that steer the dealer towards the appropriate package for their customers – everything from basic one-room theater set-ups all the way up through large custom homes. Each package also includes detailed wiring diagrams, a comprehensive bill of materials and marketing materials that dealers can easily re-brand for their businesses.

“Our goal is to provide our dealers with the tools they need to not only succeed, but excel,” said Jon Thom, Life|ware’s vice president of sales. *“The design guides provide a solid structure for dealers to build their Life|ware business.”*

Life|ware’s training efforts will focus in on the implementation of each package, giving dealers the ability to sell and install systems immediately upon completing training. This program spearheads a new focus for Life|ware in helping its existing dealer base succeed.

“We really focused on marketing and establishing our brand in the first few years,” Thom said. *“Now we’re committing those dollars to our dealer base, looking for ways to make it easier for them to turnaround Life|ware jobs quickly and profitably.”*

Thom noted other efforts such as Life|ware's Dream Home Integrator program, which pairs dealers with pre-qualified leads stemming from the company's participation in Disneyland's Innoventions Dream Home attraction. In addition, Life|ware University, the company's online training portal, now not only includes all product documentation, online warranty registration, and online training modules, but also a variety of digital resources for dealers, such as downloadable ads, collateral, case studies and more.

Other planned improvements include live chat with Life|support representatives, consumer-focused web properties and promotional items available for dealer purchase.

For more information on Life|ware, please visit www.life-ware.com. For more information on Life|ware certification training, visit www.lifewareuniversity.com.

About Life|ware

Based in the Westerville suburb of Columbus, Ohio, Exceptional Innovation produces Life|ware™ home control software and hardware for digital living. Life|ware creates a lifestyle experience that allows consumers to enjoy their digital entertainment, wherever and whenever they want, as well as manage their lighting, multi-room audio, HVAC, security, appliances and other subsystems, through a single interface by integrating the digital entertainment functionality of Media Center with whole-house automation and control. Led by software industry professionals with extensive experience with distributed computing based on open standards and open architecture, Exceptional Innovation combines Microsoft development expertise with years of home control experience to deliver simple, seamless, life-enhancing solutions for the digital home.

Press Contact: Caster Communications, Inc. at 401.792.7080
Kimberly Lancaster klancaster@castercomm.com
Nick Brown nbrown@castercomm.com
Lauren Simmen lsimmen@castercomm.com
For digital images log on to www.castercomm.com

All product and company names referred to herein may be trademarks of their respective owners.