FOR IMMEDIATE RELEASE

**Announcing the next generation senior phone, the snapfōn® ezTWO.**

October 22nd, 2012

Chattanooga, TN – Locally owned SeniorTech LLC the makers of the snapfōn® (snap-phone) line of cellphones for seniors has released its next generation Senior Phone, the ezTWO. According to Phil Sieg, the CEO of SeniorTech LLC: “Our newest phone was designed based on the recommendations of thousands of our ezONE users. The ezONE was a great phone, but was really just a starting point for what we would like to create for a portion of our senior population.”

Senior’s needs and desires for technology differ greatly from the average user. In the case of cell phones, the desire is generally centered on ease of use, simplicity, and reliability. While there are some seniors that choose “Smart Phones” the overwhelming majority prefer a phone with large fonts, a tactile keypad, and extra volume. Additionally simplified menus, and a limited range of features are also attractive. To most seniors a phone should “just be a phone”. The snapfōn® ezTWO was designed with all of these things in mind.

Another “hot button” for seniors, and their families is the issue of safety. In fact many seniors only reason for having a cell phone at all is for potential emergencies. Snapfōn® realizes this and has responded in several important ways:

* The first is by creating a dedicated SOS button on the back of the phone that can be set to dial 911, a monitoring service, or family in case of an emergency, with no need to dial a “normal” call.
* A low battery alert system that can notify friends and family via text message when a parent, or grandparents phone needs to be charged. A dead phone is of no use in an emergency.
* Low priced cellular plans with national coverage for as little as $14.95 a month.
* A replacement guarantee on every phone with a plan that insures that any damaged or broken phones are replaced absolutely free of charge. A broken phone is also of little use in an emergency.

“We believe that the snapfōn® ezTWO at a $29.95 price with a $14.95 monthly plan represents the very best value in the marketplace for our senior population” said Rich Mak, COO of SeniorTech LLC.

The best way to get a feel for the features and value offered by the snapfōn® ezTWO is to visit our website at [www.snapfon.com](http://www.snapfon.com), or [www.seniorcellphone.com](http://www.seniorcellphone.com).

The snapfōn® brand was created in Chattanooga, Tennessee by Phil Sieg, and Rich Mak in 2009 to provide high quality low cost cellular options for seniors. We listen to the feedback of all of our customers in order to continually improve our brand, and it’s value. Please feel free to contact us for more information.

To learn more about our products and us contact:

Christine Collins

100 Cherokee Blvd, Suite 100

Chattanooga, TN 37405

Phone: 423-535-9968

Fax: 423-265-9820

Christine.collins@seniortechllc.com