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Contact: Steve Schlachter, Chief Marketing Officer
Phone: 602.553.1988
Email: stephen.schlachter@thesmarttray.com

SMART TRAY ANNOUNCES STRATEGIC PARTNERSHIP WITH FLIGHT LINE PRODUCTS

Will Exhibit at Aircraft Interiors EXPO 2013 in Hamburg, Germany

Research Underscores Value of a Grooved Tray

PHOENIX, Arizona, March 18, 2013 – Smart Tray International, LLC today announced a strategic partnership with Flight Line Products, a Valencia, California based company that makes interior products for the commercial airline industry. Flight Line has been selected to manufacture the proprietary SmartTray X1™. This non-powered tray table has a groove that holds passenger brought-on-board tablets, e-readers and smart phones, giving airline travelers a hands-free experience and returning much needed tray table space.

“We’re very pleased to have a high quality company like Flight Line as a partner,” Smart Tray Founder and CEO Nick Pajic said. “They have a great reputation and have longstanding relationships with many of the world’s finest airlines,” he added. Flight Line Products founder and executive vice president of sales and marketing, Frank Scalise said, “We’re very excited to partner with Smart Tray. They offer innovative solutions creating sizable market opportunities and we’re delighted to be a part of it.”

Smart Tray International also announced that it would participate in the upcoming Aircraft Interiors Expo (AIX) 2013 in Hamburg, Germany this April. Smart Tray will exhibit with Flight Line Products in Hall B5, Stand 5D10. Smart Tray will also be introducing new products alongside the X1 at AIX. “The X1 is a strong opening statement, and we’re just getting started,” said Pajic.

Steve Schlachter, Chief Marketing Officer of Smart Tray said: “Since we rolled out the X1 last fall, there has been growing interest from airlines worldwide as well as from other aviation and inflight entertainment companies. We recently commissioned consumer research which underscores the fact that we’re on the right track.” He added, “People instantly appreciate the simplicity and usefulness of our SmartTray X1 and our research shows that 9 out of 10 travelers surveyed would prefer a tray with a groove over a traditional tray table.”

“Millions of travelers are carrying personal electronic devices (PEDs) on their flights. And every day, more carriers are providing connectivity as well as content. The X1 dovetails beautifully with these trends and gives travelers a better way to take advantage of these expanded services,” Schlachter added.

Mr. Pajic previously pioneered successful tray table advertising at Sky Media, a company he founded in 2003. Mr. Schlachter is a 30+ year airline marketing and advertising veteran with extensive airline and media contacts and relationships.

About Us:

Smart Tray International markets and sells proprietary tablet-based IFE solutions offering airlines cutting edge technology, rapid deployment, a low investment threshold and generous revenue sharing opportunities. The X1, available now, and the X2, the 1st ever wirelessly powered tray table offer a range of benefits, including an enhanced customer experience and a cost-effective, turn-key IFE system that can be installed overnight.

For more information, please visit us at www.thesmarttray.com

Flight Line Products supplies quality interior products for the commercial airline industry, specializing in passenger and crew seating components and many structural and appearance products.

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