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Smart Tray International Announces the Rollout of Its Innovative X1 Airline Tray Table

Gives Travelers a Better Onboard Experience

PHOENIX, Arizona, August 30, 2012 -- Smart Tray International, LLC, announced today the launch of its innovative and practical SmartTray X1™ airline tray table developed to meet today's rapidly changing technology and airline passengers expectations.

"The explosive growth of tablets, e-readers and other PED's has resulted in more and more travelers bringing their devices onboard," said Nick Pajic, Founder & CEO of Smart Tray International. "The SmartTray X1 makes using these devices a breeze with the built-in groove for holding travelers' PED's".

"The X1 tray table features a hands-free experience. No longer will travelers have to hold, prop or contort themselves to view their devices," Pajic continued, "and they can leave their holders and stands at home – less to carry and fidget with."

It is estimated that sales of electronic tablet devices such as the iPad exceeded 65 million in 2011 and are forecast to top 287 million by 2015. In addition, there are more than 1,700 planes flying in the domestic U.S. that have Wi-Fi Internet access, with more being added every day. The SmartTray X1 will greatly facilitate access to these services. Smart Tray believes making it easier for travelers to use PED's onboard will result in increased uptake and drive higher revenue streams for the airlines and Wi-Fi providers.

"We see this as a big win -- for travelers, airlines and Wi-Fi providers," said Stephen Schlachter, Chief Marketing Officer at Smart Tray International. "And we see a huge opportunity for ancillary revenue, which is vitally important to an industry that has lost

more than \$62 billion since 2001.” The X1 gives the travelers a better experience, provides the airlines a competitive advantage and installs in less than 1 minute with 2 screws. The Smart Tray model includes the option for an advertiser driven revenue sharing plan that creates ancillary revenues for the airline. “Low cost, rapid deployment and ongoing revenue generation – what’s not to like?” asked Schlachter.

In the ever-changing and highly competitive airline arena, enhancing each customer's on-board experience can drive satisfaction and loyalty. The X1 grooved tray is simple to use, offers comfortable, hands-free viewing and protects tablets from falling off the tray. In fact, a vast majority of travelers say that given the choice, they would prefer to fly on a plane offering the groove for their PED's.

Air travelers are a very attractive demographic for advertisers. Offering access to these captive consumers when they are most receptive to advertising messages, in a clutter-free ad environment, gives advertisers a compelling proposition that is not available anywhere else. “In my experience selling a variety of onboard advertising, message recall for tray-based ads was often greater than 90%, an extraordinary number,” said Pajic.

This unprecedented ad message recall makes the X1 cost-effective and lucrative for airlines,” added Pajic. “Most importantly, our solutions are not academic; we have a proven track record of being able to successfully sell onboard advertising.”

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.

Visit us at www.thesmarttray.com.

ABOUT US

Smart Tray International is a media driven marketing company established to improve the airline traveler experience and to monetize onboard advertising opportunities for the benefit of the airlines, advertisers and publishers. Smart Tray's solution offer the airlines simple technology, rapid deployment and advertiser-driven revenue opportunities.

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