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SmartTray Takes To The Skies With IFE Services

*IFE Services and SmartTray announce strategic partnership
for a winning combination in inflight entertainment*

PHOENIX, Arizona, August 30, 2013 – Smart Tray International, LLC announced today a strategic partnership with IFE Services Ltd., a leading provider of inflight entertainment content.

“We are very pleased and excited to include SmartTray in our portfolio of solutions for our customers,” said Andy McEwan, CEO of IFE Services. “SmartTray aligns perfectly with our focus to enhance the delivery of our world class inflight entertainment.”

“The combined offerings by IFE Services, a very strong global content provider and the winner of many industry awards in inflight entertainment and SmartTray’s revolutionary IFE platforms, make for a winning combination,” said Nick Pajic, Founder & CEO of SmartTray International.

IFE Services works with a broad client-base worldwide topping 50 airlines and cruise ship operators. The company’s headquarters are in Cheshire, UK with regional offices located in Madrid, Singapore, Santiago, Sao Paulo, Nairobi, Kuala Lumpur, Oberhausen, Johannesburg and Irvine, California.

Earlier this month, SmartTray X2 was nominated by APEX for the Avion Award for Best Achievement in Technology. The 2013 winner will be announced at the upcoming APEX/IFSA 2013 EXPO on September 9, 2013, in Anaheim, California.

SmartTray proprietary platforms, SmartTray X1, X2 and X3, make using portable electronic devices inflight easier, help protect fragile devices from falling and breaking inflight, greatly enhance travelers’ experience and make the cabin safer for passengers and inflight crews.

About SmartTray:

SmartTray International, LLC, is an innovation leader and pioneer of proprietary, simple, low cost, tablet device in-flight entertainment (IFE) platforms that embrace proven, user friendly,

cutting edge technologies designed to greatly enhance travelers' experience and make the cabin safer for passengers and inflight crews.

SmartTray products turn decades old food tray designs into modern, cutting edge technology tablet device IFE platforms that can be installed in minutes per passenger seat and at a fraction of the traditional seat embedded IFE systems costs. The complex and costly logistics of getting carrier provided tablet devices on and off aircraft to recharge tablet device batteries between flights inside airports is completely eliminated. Tablet device batteries are charged automatically when tray tables are in the up, or stowed position.

SmartTray is privately owned. For more information, please visit: www.thesmarttray.com

About IFE Services

IFE Services is a leading provider of in-flight entertainment solutions to the airline industry. Its focus on quality and innovation is supported by a strong commitment to customer service and investment in the latest systems and technologies.

IFE Services supplies a full range of services to enable its clients to provide a first class entertainment experience to passengers. They include movies, TV programmes, audio, games, apps, safety and destination films, portable entertainment systems, onboard publications and AVOD technical support and management.

IFE Services works with a broad client-base worldwide of over 50 airlines and cruise ship operators. The company's headquarters are in Cheshire, UK with regional offices located in Madrid, Singapore, Santiago, Sao Paulo, Nairobi, Kuala Lumpur, Oberhausen, Johannesburg and Irvine, California.

IFE Services is a privately owned company and part of the Travel Entertainment Group.

For more information, please visit: www.ifeservices.com

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