



Empowering Seniors — Connecting Families

BigScreenLive Announces Chief Executive Officer Transition Plan

Seattle, Wash. (PR WEB) – August 13, 2008 - BigScreenLive, an innovative new software solution uniquely focused on making computers easier to use for older adults, today announced that Dr. Richard Mander has succeed Cayce Roy as CEO of the company. Roy, who has led BigScreenLive since May, 2007 will remain on the company's board of directors and as a significant shareholder.

"Cayce did a remarkable job leading BigScreenLive through a significant period of growth and development. His leadership skills and enthusiasm for our product was directly responsible for our successful product launch in May. We are fortunate he will remain as a board member, shareholder and strategic advisor to the company", said Don Ferrel, Founder and Chairman of BigScreenLive. "In addition, we are excited to welcome Richard to BigScreenLive. Richard has a wealth of knowledge and experience building and developing technology solutions focused on delivering an exceptional customer experience to a targeted demographic.

"It is with great pleasure that I welcome Richard to the company and I am excited to see us into the next phase of development. I want to thank everyone at BigScreenLive, including our great team, advisors and investors for their support during this time of growth and development", said Cayce Roy.

"I am honored to have the opportunity to participate in the continued success of BigScreenLive," said Dr. Richard Mander, Chief Executive Officer of BigScreenLive. "Cayce and the BigScreenLive team created a business with tremendous possibilities. I look forward to working side-by-side with Cayce to provide a seamless transition and to utilize his talents and knowledge of our product as a member of the board."

About BigScreenLive

BigScreenLive www.bigscreenlive.com helps senior adults become active online participants. Utilizing a proprietary software solution, BigScreenLive makes computers easier to use and more conducive to the specific needs of this generation. Employing the latest technology to foster greater collaboration, BigScreenLive improves the quality of life for senior adults by helping them stay connected to family, friends and community making the web more accessible to all.

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