

FOR IMMEDIATE RELEASE

Serotek conquers a new frontier for blind veterans

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Minneapolis, Minnesota (November 11, 2011) - More than 13% of veterans returning from Iraq and Afghanistan have suffered severe eye injuries that result in blindness. In recognition of this year's Veteran's Day celebration, Serotek Corp. is offering all blind veterans a lifetime subscription to its popular System Access Mobile Network (SAMNet).

SAMNet is Serotek's renowned Internet communication portal that delivers the most complete content ever assembled for the blind. With access to email, news, blogs, podcasts, streaming radio, described video service for thousands of movies and more, veterans will have access to a new world of communications right at their fingertips. The system features remote access to enable direct contact with other subscribers as well as one's own home computer while on the road.

"For many veterans sight loss is the new battleground," says Serotek's Chief Executive Officer, Mike Calvo. "We want to do our part to help them face the challenges ahead with the same tools and confidence they showed in service to our country."

To that end, Serotek is extending lifetime access to SAMNet to all legally blind U.S. blind veterans. The program will officially kick off on December 15, and as part of its ongoing support, Serotek will be creating chat rooms, forums and other exclusive communication channels to help facilitate networking opportunities.

To stay on top of this latest initiative, please visit (insert URL here), where visitors can learn more about SAMNet and the program specifically designed for this segment of the country's wounded warriors. Serotek hopes this new initiative will help blind veterans obtain a simple, intuitive means of connecting with family, friends and the world.

#### About Serotek

Serotek Corp. is dedicated to accessibility anywhere for blind and visually impaired people around the globe. Based in Minneapolis, Minnesota, the company is led by a growing staff of blind visionaries dedicated to expanding an accessible digital lifestyle through innovative, affordable and easy-to-use products. To learn more about the company's growing range of products and services, visit [www.serotek.com](http://www.serotek.com).

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