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television you never want to turn off

CONTACT: Mark Crittenden
Marketing & Strategic Planning Manager
The eScapes Network LLC
734-241-4410
mccrittenden@eScapes.net

MICHIGAN DENTAL ASSOCIATION AND THE eSCAPES NETWORK LAUNCH MDA PRIVATE TELEVISION NETWORK

Branded Therapeutic Television - Health Education - Communications Platform

MONROE, MICHIGAN, February 25, 2015 – A new alliance between eScapes Network LLC and Michigan Dental Association (MDA) will aid in reducing the stress commonly associated with dental appointments. Patients will find their visits to participating dentists help them relax and learn more about oral health.

The two organizations entered into license, service, and end user agreements in which eScapes and the MDA are creating a statewide MDA Television Network, featuring eScapes' patented Therapeutic TelevisionSM content. In addition, the programming contains dental practice branding, digital advertising, educational and health messaging along with Public Service announcements. Participating MDA Members receive exclusive pricing, co-branding benefits with the MDA, and the opportunity to receive royalties from state, regional and national advertisers.

eScapes Network's President and Chairman of the Board, Robert A. Oklejas said, "We are pleased and excited about working with the MDA. We feel the MDA Television Network will provide numerous benefits to their patients. Watching the MDA Television Network will reduce patient anxiety, reduce perceived waiting times and educate and inform patients about products and services available from the dental practice. Participating dentists will be able to dynamically greet, recognize and thank patients, increase profits through patient education and product promotion, and receive advertising royalties, all while enjoying exclusive MDA Member pricing." He concluded by saying, "Our strategic plans include nationwide expansion in partnership with the MDA."

"The mission of the Michigan Dental Association is to help member dentists succeed," says Dr. Dale Nester, chairman of the MDA Services board of directors. "Our alliance with eScapes provides member dentists with the unique opportunity to help their patients relax, reduce their stress level and be better educated about product and service offerings that support their oral health and help them look their best. This may lead to greater acceptance of recommended treatment plans. The quality programming offered by eScapes, combined with educational content will help a participating dentist make a visit to their practice a pleasant and welcome experience."

About Michigan Dental Association

The Michigan Dental Association was founded in 1856 and is the oldest professional association in Michigan. The MDA's 5,500 members represent 75 percent of the dentists in the state. The MDA is headquartered in Okemos and its members practice in 26 local dental societies throughout the state. MDA members are also members of the American Dental Association, the nation's leading oral health authority. To learn more, visit us at www.smilemichigan.com.

About eScapes

Established in 2010 and headquartered in Monroe, Michigan, the Network is available in the Northern Hemisphere on the Galaxy 16 Satellite/Transponder 5 and fiber distribution, providing everything you love about radio, with HD video from around the world – 24/7. Visit us at www.eScapesTV.com. A Private Television Network, with US-patented Hybrid Radio/Television content, is customer-branded television creating a relaxing atmosphere and reinforcing your brand with place-based marketing. For more PTN information contact Jon Oswald, General Manager, Jon@escapes.net, (734) 241-4410 or visit us at www.myPTN.com/midental.

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