



## FOR IMMEDIATE RELEASE

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## TEXAS DENTAL ASSOCIATION PERKS PROGRAM AND THE eSCAPES NETWORK LAUNCHES TDA PERKS PRIVATE TELEVISION NETWORK

### *Branded Therapeutic Television - Health Education - Communications Platform*

**MONROE, MICHIGAN, January 5, 2016** – eScapes Network LLC and the Texas Dental Association (TDA) Perks Program, have agreed to purchase and distribute a Private Television Network (PTN) System for the benefit of aiding in reducing the stress commonly associated with dental appointments. As a result of the PTN, patients will find their visits to participating TDA member dentists more enjoyable as it helps them relax and learn more about oral health.

The two organizations entered into a three-year endorsement agreement on December 18, 2015 including license, service, and end user agreements in which eScapes and the TDA Perks Program are creating a statewide communications and branding network, featuring eScapes' patented Therapeutic Television<sup>SM</sup> content. The programming contains dental practice branding, digital advertising, educational and health messaging along with public service and community outreach announcements. Participating TDA Members receive the service free with order registration along with TDA Perks co-branding benefits.

eScapes Network's Chief Executive Officer, Roy Radakovich said, "Texas is the fourth, and largest state dental association in 2015 to endorse our PTNs, just after Michigan, Arizona, and Tennessee. We are pleased and excited about working with TDA Perks. The TDA Perks Television (TDA PTN) will provide numerous benefits to their participating member dental practice patients. Watching the TDA PTN will reduce patient anxiety, reduce perceived waiting times, 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." He concluded by saying, "Our strategic plans include nationwide expansion in partnership with the country's top twenty state dental associations."

Donovan Osio, TDA Perks Program General Manager said, "The TDA Perks Program is excited about the TDA Perks Television Network launch. This program offers us the opportunity to provide TDA Members with a great benefit for them and their patients at no cost."

### **About Texas Dental Association Perks Program**

TDA Perks Program is managed by a wholly-owned affiliate of Texas Dental Association, TDA Financial Services, Inc. TDA is the third-largest state dental association in the United States, with more than 9,000 dentist members.

### **About eScapes Network**

Established in 2010 and headquartered in Monroe, Michigan, the Network is available to the world through fiber distribution, providing everything you love about radio, with HD/UHD video from around the world – 24/7. Visit us at [www.eScapesTV.com](http://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 digital place-based marketing. For more PTN information contact Jon Oswald, General Manager, Jon@escapes.net, (734) 682-3409 or visit us at [www.eScapesDentalTV.com](http://www.eScapesDentalTV.com).

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