

FOR IMMEDIATE RELEASE

eComNow, LLC Announces the Signing of Senior Select Solutions to Provide eCommerce Sites to the Caregiver Industry.

ATLANTA, GA (September, 2015) eComNow, LLC (eCN), a division of Commerce Science Corporation and leading Platform as a Service (PaaS) provider of eCommerce technology, is pleased to announce the signing of an agreement with Senior Select Solutions, LLC. This unique offering provides the eComSolution platform technology to the senior living/caregiver industry. The eComNow solution presents an opportunity like never before to the senior living industry and affiliated organizations. Senior living facilities, independent care-giving companies, family caregivers, professional associations, and ancillary providers may now have a customized eCommerce store with pre-stocked inventory. For the first time, caregivers in this rapidly growing industry have the opportunity to monetarily benefit simply through the common, everyday recommendation of products to the seniors in their care.

Just a few years ago, in the United States, an average of ten thousand people a day began to turn sixty-five years old. Today there are more than 55 million people over the age of 65 in the U.S., and over 390 million over 65 globally, the largest population of senior adults in the history of the world. Because of this trend, by 2030 that number will be an estimated 85 million in the U.S. alone, and more than a billion worldwide. A serious need for caregivers for each household is quickly rising. Whether it is physical, mental, geographic, financial, transportation related, or one of the many other challenges created by the process of aging, the primary hurdle we face is that the estimated need for caregivers will surpass the number of those available to provide care. One primary reason is the lack of income incentive.

Alison O'Neil, President of Senior Select Solutions, stated, "Our mission is to make life easier for senior adults, while improving the quality of life for the caregivers who personally sacrifice so much to ensure that their loved one's or client's daily lives are all they deserve to be. Senior Select Solutions eCommerce offers a unique opportunity that addresses the social quandary of how to increase the income potential of caregivers without putting dangerous demands on the care-giving industry. Further, our solution limits the inconveniences often experienced by those whose job goes well beyond the obvious. In my personal experience of caring for my own father in home hospice for nearly a year, I learned the challenges of having to creatively juggle schedules for shopping, personal wellness, family and professional obligations, and much more. Many family caregivers in the sandwich generation not only have parents to care for but children as well. They leave their jobs, or at least reduce the number of hours worked, and thereby lose income, all for the greater good of assisting loved ones. Professional care-giving companies can generally afford only minimum wage for their employees in order to protect the quality of care provided by their business models. This places their employees in low-paying, demanding positions with increased stress levels due to the low wages. There is no more important work

than ensuring the weak or injured are cared for in a kind and compassionate manner. Our most important goal is to present financial opportunity and stress relief for this important population, where none has existed before our technology. Senior Select Solutions eCommerce will change the way society looks at aging, and ensure that more people can live the dream of living independently for life.”

Today, an estimated 43 million unpaid caregivers provide daily care to those in need of some assistance. The majority (83%) are family caregivers – unpaid persons such as family members, friends and neighbors of all ages who are providing care for a senior. Of the approximate 58,000 regulated home health, care-giving institutions and businesses, compensated caregivers typically receive minimum wage only, and struggle to make a living. This factor, more than any other, creates little to no incentive for those people potentially capable of holding this position.

Supported by the integrative technologies of eComNow, the intention of Senior Select Solutions comes to life. Having access to products, tools and everyday accessories that enhance life is critical, especially in a world conditioned to expect life to be good. NOW there is a smart way to both increase the income of caregivers and relieve a host of related stressors. No more worry about leaving a loved one alone, or about getting the right products. No more sleepless nights over income concerns. Senior Select Solutions is truly a disruptive and seamless eCommerce model, allowing the caregiver to provide the needed products while at the same time gaining financially, reducing expenses, and avoiding many of the potential pitfalls.