



## **Connected Living, Inc. Acquires Tethered LLC to Deliver Mobile Technology to Senior Care Market**

### **Combined Company to Meet the Growing Demand by Baby Boomers to Effectively Connect with their Aging Parents**

**Quincy, Mass. – February 11, 2015 --** [Connected Living](#), the only global technology company that inspires an aging population to connect, contribute, and live a healthier life, today announced that it has acquired [Tethered LLC](#), a mobile application development company connecting consumers to entertainment and services.

The acquisition responds to the growing demand by Baby Boomers to effectively connect with their aging parents. The powerful combination of Tethered's robust mobile technology and Connected Living's continued vision of [inspiring an aging population](#) to connect and bring innovative products to the home and community markets, make this an extremely exciting opportunity. With the acquisition, Connected Living has added new mobile expertise and a top-notch mobile development team.

Connected Living CEO Sarah Hoit notes, "Seven years ago, no one thought that seniors wanted to be online. Now, seniors embrace new ways to communicate with their grandchildren, friends and family, and Connected Living is a leader in helping them do that with intuitive, useful technology and content. We are revolutionizing the way that seniors communicate and engage with the world."

The acquisition will accelerate the development and launch of Connected Living's mobile applications. With current clients in 36 states and growing, Connected Living has long recognized that seniors are migrating from desktop computers to mobile devices. At the same time, since the Baby Boomer children and grandchildren of seniors are now mobile, continuing to develop products for mobile devices is paramount to serving connected families.

Tethered has a scalable, high performing core architecture that facilitates Connected Living's plans for launching products into the market and provides enhanced capabilities, including multi-smartphone support and the latest wearable devices.

"The company will provide a full suite of mobile products to reach seniors who are aging at home and their adult caregivers with mobile apps," continued Ms. Hoit. "These are exciting times as Connected Living launches a family of brands that encourage individuals to connect and socialize."

Entrepreneur, Sarah Hoit, has a history of shaking up industries. As CEO of Connected

Living Inc., she imagines a world of possibilities to improve the lives of seniors and their families. She also moves fast when she sees the possibilities to engage a senior population that is too often isolated.

### **About Connected Living**

Connected Living is the only global technology company that inspires an aging population to connect, contribute, and live a healthier life. Through its unique C3 Engine, Connected Living provides easy to use cloud technology that enables connections - the Connected Living Network; Life long learning programs and content to enhance a senior's ability to contribute – the Connected Living University; and highly skilled consultants to drive engagement and train staff on procurement and program delivery – Connected Living Consulting. The Connected Living solution revolutionizes the ability for seniors to connect and create change. [www.connectedliving.com](http://www.connectedliving.com)