



### ATTENTION ALL CALA MEMBERS

We would like to briefly introduce ourselves as new CALA members. Some of you may or may not know that analog television feeds are going to be terminated by all broadcasting outlets within the next few years.

**Our company provides DirecTV High Definition service for your assisted living facilities.** We have decided to join CALA for not only professional purposes but we also joined for personal reasons as well. We strongly believe in the services that your facilities provide for people that need assistance.

We here at HDSS-Inc. have had family members that have been in need of such assistance. We were looking for an organization to join along the lines of CALA so that we too can help make a difference for the assisted living community.

Whether your facility has 10 rooms or 1,000 rooms, now is the time to make the transition as there is still an analog option available but those individuals signing up for this option will be forced to switch over when the transition happens at a cost.

And when Digital is the only option, well the pricing will go up. **Act now while the pricing is at an all-time low!**

Some of your facilities may have already experienced this with cable as their transition has already started.

**We have worked out a special pricing offer for CALA members only and look forward to discussing this with each and every member!**

Thanks for your time reading this we look forward to our partnership!

Sincerely,

Aaron Gomez, Director of Sales

#### **HD Satellite Systems Incorporated**

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