

NEWS RELEASE
For Immediate Release



Media Contact:
Erin Lima, Marcom Manager
Simply Automated, Incorporated
5825 Avenida Encinas, Suite 101
Carlsbad, CA 92008-4401
Office: 760-431-2100
elima@simply-automated.com
www.Simply-Automated.com

As Seen on ABC's Extreme Makeover: Home Edition

**Seamless Integration of Simply Automated's UPB Products
Helps Make Life Easier for the Dolan Family**

SAN DIEGO, CA – May 18, 2005 – www.Simply-Automated.com - In an effort to adapt a special home in St. Petersburg, Florida to the needs of its owners, the Dolan family, Simply Automated was invited to provide Universal Powerline Bus (UPB) switches and control modules.

The Dolan's are still recovering from a tragedy that occurred in November of 2004. Jamie Dolan, the father, sustained a gun shot wound to the head when a deranged man opened fire at the electronics store he managed. While three people were killed that night, Jamie survived, but was left without his eyesight.

On Sunday May 1st, ABC aired episode 21 of Extreme Makeover: Home Edition, in which they demolished the Dolans' 1,846 square foot home and in just seven days built a new 4,487 square foot, state-of-the-art home designed to accommodate Jamie's loss of vision.

As part of a whole-house automation system, Simply Automated's UPB wall switches and control modules were integrated with HAL's (Home Automated Living) Voice Activation Software, Honeywell security and structured wiring systems, and RCS controllers to provide voice-activated control of heating and air-conditioning, fireplaces, lighting, audio/video and security.

"We are very proud to be part of this effort to help the Dolan family. We are equally proud to say that our switches and modules were easily installed with the HAL voice-activation software, and continue to perform flawlessly", said Fred Kiko, President of Simply Automated. "We design our products to provide ultra-reliable lighting and appliance control through seamless integration with other manufacturers' home automation servers, software and systems, and this project is a perfect example that."

Simply Automated manufactures ultra-reliable, easy-to-install, home automation products for retrofit and new construction applications. Our line of ultra-reliable UPB-based wall switches, in-wall controllers and control modules reduce installation costs and enable customized automation and management of appliances, lighting and other devices in homes and small offices, without the need for additional wiring in the walls. For additional information we invite you to visit www.Simply-Automated.com. Or you can contact us by phone during regular business hours at (800) 630-9234.

- END PRESS RELEASE -
XXX