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Seniors Avoid Computer Confusion Thanks to New Program from ASBA

FOR IMMEDIATE RELEASE: Chicago, IL - November 8, 2011 - Over the past several years, senior citizens have become increasingly technically savvy. But as with other segments of the population, seniors often run into problems in dealing with the less routine kinds of maintenance that computers sometimes require. The American Senior Benefits Association (ASBA) knows how important computer access is to seniors and how distressing it can be when access to a computer is cut off.

It is with this knowledge that ASBA announces the formation of a new relationship with Tax Rite, Inc., provider of Personal Technical Assist, a technical support tool designed to simplify all aspects of computer operation.

Personal Technical Assist provides live phone and on-site tech support for computers, data management, on-line banking and shopping, and helps with smart phones and home entertainment systems. Certified, licensed technicians solve problems with software installation, operating system issues, PC maintenance, virus and spyware issues, drivers, printers, scanners, Internet, email, and more. Assistance is available 24 hours a day, every day of the year.

"We've developed a package of services especially for seniors at a price they can afford, based on our years of success in serving business clients," notes Jason Stutzman, Vice President of Sales and Marketing at Tax Rite, Inc. "Seniors can be assured of receiving the best value in tech support available. We know that they will be completely satisfied with the services they receive from Personal Technical Assist, and we're very happy to offer this program through ASBA."

Bill Hill, Sr., ASBA President and Chairman of the Board agreed that this kind of service is important to the senior market. "Like everyone, seniors depend so much on technology these days. Very often, it's their connection to the outside world. When a computer isn't working properly, or they receive a confusing error message, it can be overwhelming. Personal Technical Assist helps seniors navigate through technical problems and gets them up and running again."

For more information on Personal Technical Assist, including pricing and ASBA discount information, or to sign up for a free trial, please visit www.asbaonline.org or www.personaltechassist.com/asba/.

Tax Rite, Inc., the company that powers the Tax Hotline program is a benefit provider and privately held company formed in 1995. Tax Rite, Inc. currently has over 1 million active members within its programs, has an A+ Rating with the Better Business Bureau, and is enrolled with Dun & Bradstreet Reports.

The American Senior Benefits Association (ASBA) is a 501(c)(3) not-for-profit association where membership is completely free. ASBA is committed to lifestyle enhancement through benefits, advocacy and education for the over-50 population. ASBA concentrates its efforts on the issues that are of greatest concern to its members. Through its partners and programs, ASBA members receive news and information, product and service discounts, as well as other benefits. Current ASBA membership stands at over 739,000 nationally.

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