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MRS. BRADY GOES TECH
Florence Henderson Launches “THE FLOH CLUB,”
A New Tech Support Service To Protect Older Adults



Los Angeles – --November 9, 2009 -- Just in time for holiday gift giving to parents, grandparents and friends, Florence Henderson has recently launched THE FLOH CLUB, (www.flohclub.com), a telephone-based technical support service designed to protect and resolve computer problems for older adults.

“It’s like roadside assistance, but for your computer,” said Florence Henderson.

“I have heard of many risks on the Internet and I know firsthand how overwhelming technology can be. I want to empower people like me, who didn’t grow up with computers, to make a New Years resolution to get safe and smart on their computers in 2010,” Henderson said. .

THE FLOH CLUB offers affordable subscription plans for telephone based technical support at a fraction of the cost of in home visits, saving members hundreds of dollars a year during challenging economic times. Bringing the comfort of North American-based technical experts, THE FLOH CLUB guides members through a broad range of software issues including security breaches and protecting personal information as well as through setting up, configuring and using hardware.

Experts can either direct members or can safely and securely take control of the members’ computers remotely. Available seven days a week between 8 a.m. and 2 a.m. Eastern Standard Time, THE FLOH CLUB is powered by support.com, a leading provider of technology support services.

THE FLOH CLUB offers a broad range of services including a valuable \$99 Secure and Protect package, as well as affordable monthly and annual subscription plans to protect them from viruses and Internet scams. The subscriptions also provide support to fix a myriad of computer issues such as PC optimizations and configurations. It also can teach members to back up files, videoconference, learn Facebook, printer set-up, camera set-up, and MP3 set-up and installations. THE FLOH CLUB's special offers include a free computer check up to assess if everything is virus free and performing optimally.

A six-month subscription to THE FLOH CLUB (\$125/six months which includes one month free) or a monthly subscription (\$25/month), includes a monthly newsletter from Florence Henderson further discussing technology in today's world for older adults. When compared to rates for in-home tech support (typically \$100-150/hour,) THE FLOH CLUB offers significant cost savings during challenging economic times.

On the website, in addition to helpful tips and THE FLOH CLUB Blog, you can find select adult focused products for sale including:

- **Digital picture keychain** – 1.1 inch picture frame allows you to bring over 100 photos with you anywhere you take your keys. 8MB memory - \$29.99
- **Digital picture frame (small)** – 2.4 inch bright screen fits easily in purses or pockets and carries over 300 pictures to brag about. Also offers clock and calendar functions. 16 MB memory - \$59.99
- **Digital picture frame (large)** –download photos directly from computer or memory card to this 7 inch frame which stores over 4,000 photos. Includes a clock, calendar, music, video storage, remote and more. 0 \$79.99

The inspiration and face of THE FLOH CLUB is “America's Favorite Mom,” Florence Henderson, best-known as the matriarch, Carol Brady, on the classic hit TV series “The Brady Bunch,” which originally ran from 1969-74 and still airs in syndication in 122 countries worldwide, while never having been off the air in the U.S.

Acknowledged as one of the top leading spokespersons in the U.S., Florence has been a celebrity spokeswoman for numerous products. In fact, THE WALL STREET JOURNAL, based on consumer appeal, rated her #5 out of the 10 top television endorsers. So, it was no surprise when she was approached as a spokeswoman to help viewers get ready for the Analog-to-Digital TV Conversion in 2009.

More information about THE FLOH CLUB can be found on the website, www.flohclub.com, or by calling 1-877-800-FLOH.