

Press Release

Iviewit Holdings, Inc. Is Now Arumai Holdings, Inc.

Armonk, N.Y. August 4, 2014/PRNewswire-FirstCall/ -- Iviewit, the proprietors of the enabling technologies for the ecosystem of Connected TV, changes its corporate name to Arumai Holdings, Inc.

Chairman & CEO P. Stephen Lamont stated: "It was just time for a fresher look." Lamont continued "Arumai is a Tamilian name that, in English, is synonymous with 'rareness,' 'dearness,' and 'preciousness.'"

Further, Lamont stated "Phraseology wise, to be an Arumai is to have a 'very inquisitive, restless, seeking nature' and to be 'impelled by intense desires that you cannot comprehend or satisfy' and to have 'the desire to accomplish something outstanding and to do something very worthwhile for humanity' and the 'name gives you a versatile, clever, analytical mind,' a 'resentment of obstacles, delays, and restrictions' and lastly this name gives you 'ambition, high ideals, and much creative ability.'" Conclusively, Lamont claimed, the above adjectives and adjectorial phrases are entirely consistent with our tagline 'PICTURE THE POSSIBILITIES.'"

Lamont closed by stating, "Call us Arumai, call us what you will, we continue to see the business world as about something much more important than patents or money. It's about values. We value originality and innovation and pour our lives into making the best products on Earth, and we do this to the delight of our customers. Started on September 12, 2012, values will win and Arumai Holdings, Inc. will watch as the whole world listens."