

**CONTACT:**

Matt Levinson / Barbara Goldberg
O'Connell & Goldberg
(954) 964-9098
mlevinson@oandgpr.com
bgoldberg@oandgpr.com

FAYR FACT SHEET**What is Fayr?**

- Fayr is a mobile application that streamlines key aspects of family management for divorced parents raising children together.
- Fayr functions as a homonym/synonym for “fair.”
- Fayr and its founder Michael Daniels, were showcased on Apple Music’s new reality series “Planet of the Apps” on the episode airing July 25, 2017.
- During the episode Fayr and Daniels landed the endorsement of one of the show’s advisor-mentors, Gwyneth Paltrow, who is now assisting Daniels in the global launch of the app.
- Fayr offers busy co-parents a simple way to manage day-to-day life, including a shared calendar, real-time geo-locators, secure in-app messaging, expense logs and downloadable PDF reports of all app activity.
- Fayr has been recognized by family law experts who say the app can significantly lower the emotional and financial burdens of separation and divorce on families.
- Fayr’s transparent, real-time audit logs and geo-location functions help parents communicate constructively — preemptively mitigating misunderstandings that would formerly escalate to the courtroom.
- Fayr is simple to use and affordable -- available on iOS with a monthly subscription of \$4.99. Fayr will be available for Android at the end of 2017.
- Fayr is headquartered in Weston, Fla., with a national marketing team and international development team in place.
- Daniels conceptualized the app to free himself of burdensome legal busy-work and the costs and anxiety that accompanied it — so he could turn his attention to what matters most, his two young children. He now wants to do the same for the 55 million separated and co-parenting adults in the U.S.

For more information visit www.fayr.com.

For information on Michael Daniels, contact O'Connell & Goldberg at 954-964-9098.

NOTE: EMBARGOED UNTIL 9PM TUESDAY, JULY 25

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**GROUNDBREAKING APP FOR DIVORCED PARENTS FEATURED ON
APPLE REALITY SERIES "PLANET OF THE APPS" JULY 25TH**

***South Florida Dad Michael Daniels' Fayr Parenting App Lands
Gwyneth Paltrow as Mentor/Advisor***

WESTON, Fla. – (July 25, 2017) — Fayr, the groundbreaking parenting app that simplifies everyday matters for divorced parents, was featured on the July 25th episode of Apple's new reality tech series, "Planet of the Apps," and secured Academy Award-winning actress and successful entrepreneur Gwyneth Paltrow as a mentor/advisor.

Fayr was conceptualized by South Florida homebuilder and divorced dad, Michael Daniels, who was looking for a more effective way to manage family life. The app creates a joint family calendar to track activities and time-sharing, and generates digital records of expenses and real-time location check-ins. It also offers in-app texting to simplify communication between parents and exportable, as well as PDF reports for transparent documentation.

"My favorite thing about Fayr is that it was created with the whole family in mind. Separating is a challenging transition for any couple. When children are involved, it's especially tender and worrisome," Paltrow says. "Fayr removes unnecessary stresses and tension so parents can collaborate to create calm and stability for their children."

Daniels, 37, says he was inspired to create Fayr when the expenses and challenges of co-parenting began to overwhelm his everyday life. The Weston, Fla. resident shares custody of his two grade-school-aged children with his ex-wife, who lives in Miami.

After one particularly trying day, Daniels began thinking about how he and his former wife could prevent small mix-ups from escalating into major problems.

"That kind of anxiety kept me up at night. I've got these two amazing kids and I just didn't want to waste time in life on ridiculous things," Daniels said.

Parents using Fayr can drop a geo-pin upon arrival at a location. The other parent receives a notification instantly.

“There’s an indisputable record that you are there, so there’s no reason to contact lawyers,” Daniels said.

Fayr also seamlessly streamlines all the bookkeeping for family expenses and creates a transparent audit trail, eliminating the need to hunt down receipts or dig through accounting archives. Court-ready documents can be exported with just one touch.

The app’s time-sharing calendar enables parents to easily adjust their schedules, trading days if needed while keeping track of their children’s time and activities.

Fayr has already been endorsed by several family law practitioners who say the app will spare countless families tremendous pain and depletion of financial resources.

Fayr debuted in beta mode several months ago and quickly attracted the attention of television executives who thought it would be perfect for “Planet of The Apps” — Apple’s new reality series that provides a competitive platform for aspiring app developers.

Working with entrepreneur advisors Jessica Alba, Gwyneth Paltrow, Gary Vaynerchuk, and Will.i.am, developers and their concepts endure an intense incubation period and then a high-stakes pitch. New episodes debut every Tuesday on Apple Music.

Oscar-winning actress Paltrow, who agreed to be Daniels' mentor-advisor during the July 25th episode, is the founder of lifestyle brand Goop and is well known for her amicable co-parenting arrangements with ex-husband Chris Martin, frontman of U.K. rock band Coldplay.

“Children deserve to live with parents who are able to be the best versions of themselves,” Daniels said. “I knew that when I was in an argument with my ex-wife I wasn't able to do that. With Fayr you can show your children by example how to live peacefully and equitably.”

Fayr is available on iOS with a monthly subscription of \$4.99. It will be available for Android at the end of 2017. To learn more, visit www.fayr.com.

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MICHAEL DANIELS – FOUNDER & CEO OF FAYR

Michael Daniels is the founder and CEO of Fayr — a groundbreaking app that seamlessly streamlines key aspects of family management for divorced parents raising children together.

The creation of the app grew out of Daniels' own challenges as a divorced father of two grade-school-aged children, navigating life as a co-parent and the family court system.

Fayr debuted in beta early in 2017 and immediately drew interest from Apple TV executives who invited him to audition for their new reality series "Planet of the Apps." Daniels was selected for the show and appeared on the July 25, 2017, episode in which he secured a partnership with mentor/ head advisor Gwyneth Paltrow. The Academy Award-winning actress and successful entrepreneur will provide guidance as Fayr's user-base grows.

A custom homebuilder by profession, Daniels, 37, conceptualized Fayr to provide parents with a simpler, more effective way to track expenses, schedules and geographical locations, all while saving time, money and keeping tension at bay.

Born in Syracuse, N.Y., Daniels grew up traveling the world while his father served in the United States Army. An accomplished athlete and avid outdoorsman, Daniels set a world record at age 12 as the youngest person to hike the Philmont trail in New Mexico. He now lives in Weston, Fla.

That same drive and determination propelled him as he began his professional career — which saw his quick rise to a senior management position with the Miami-based Lennar Corp. while he was still in his mid-twenties. Today, Daniels is a partner in Cuthbertson Homes, designing one-of-a-kind properties in the southeastern U.S.

Yet while he was creating the perfect homes for others, his own home life was crumbling under the weight of his divorce and significant co-parenting challenges. After racking up nearly \$60,000 in legal costs, and forfeiting untold hours of his time, Daniels said he was determined "to not let any more of his life — or his kids' childhoods — slip away" while he was consumed with mundane legal matters such as hunting down old receipts, coordinating calendars and providing extensive documentation to the local courts.

"A lot of money is made and wasted by people clogging up the courts with nonsense," Daniels says. "By creating indisputable, real-time spending logs, displaying geo-tagged locations, and by

simplifying communication between parents, Fayr saves everyone money. And, perhaps most importantly, it can prevent conflicts from arising in the first place.”

For more information on Fayr and to download the app, visit www.fayr.com.