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CSS Unveils Revitalized Brand, Reflecting Its Evolution as a Comprehensive Senior Living Technology Partner

Refreshed identity reflects CSS's continued growth and expanded commitment to delivering technology solutions for senior living communities nationwide

PASADENA, Calif., September 15, 2026 – CSS today unveiled a revitalized brand that reflects the company's evolution, expanded capabilities, and growing role as a comprehensive technology partner for senior living communities.

Built around the new brand promise, **"Confidence. Connections. Communities."**, the refreshed identity was developed by the global branding firm, BrandingBusiness, and represents the rich legacy of CSS while clarifying the future brand positioning and business focus.

For more than 15 years, CSS has built its reputation serving senior living through DIRECTV and a commitment to responsive, accountable service. Today, CSS delivers Technology Solutions for Senior Living Communities across four critical areas: DIRECTV In-Room Entertainment; Wi-Fi, Internet & Business Communications (VoIP); Managed IT & Cyber Protection; and Modern Nurse Call Solutions.

*"Senior living has never been about technology for us. It's about a caregiver who has one less thing to fight with at the start of a double shift, and a resident who can find her favorite program without having to ask for help," said **Dave Saenz, Co-Founder & CEO of CSS**. "Every community we serve is home to real people with real routines, and the TV in that room is often their window to the world. When we take the technology headaches off the plates of caregivers and administrators, we give them back time for the people they came to care for. That is the impact we want CSS to have, one community, one caregiver, and one resident at a time."*

◆ **DIRECTV opened the door. Your trust has built everything since.**

As senior living operators navigate rising technology costs, aging infrastructure, staffing challenges and an increasingly complex mix of vendors, CSS is expanding its role as "A partner who understands your world." The company's broader capabilities give communities one accountable technology partner and one point of contact across the critical systems they depend on every day.



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*"This is an exciting next chapter for CSS," said **Markk Gonzales, Co-Founder & President of CSS.** "We've listened to our customers, continued to invest in the senior living industry, and built our company around solving more of the challenges they face every day. Our new brand reflects the company we've become and, more importantly, our commitment to where we're going together with our customers."*

The refreshed brand brings CSS's expanded capabilities and long-standing service philosophy together under one vision: "Confidence & connections for senior living communities." The goal is simple: make technology easier so senior living teams can stay focused on what matters most, the people in their care.

ABOUT CSS

CSS delivers Technology Solutions for Senior Living Communities, including DIRECTV entertainment, Wi-Fi and internet, business communications (VoIP), managed IT and cybersecurity, and modern nurse call solutions. With more than 15 years of senior living experience, CSS brings critical technologies together through one accountable partner focused on simplifying operations, improving efficiency and creating better resident experiences.

Confidence. Connections. Communities.