

UNDER EMBARGO UNTIL APRIL 23, 2013 8:00AM EST

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**DRINK SMARTER: BACTRACK® LAUNCHES WORLD'S FIRST SMARTPHONE
BREATHALYZER**

BACtrack Mobile Breathalyzer offers professional-grade fuel cell technology with social media capabilities for public purchase

SAN FRANCISCO, CA – (APRIL 23, 2013) – [BACtrack](#), the leader in personal and professional breathalyzers, today makes available the first-ever, affordable, wireless, smartphone breathalyzer for immediate public purchase. The [BACtrack Mobile Breathalyzer](#) is the first alcohol-monitoring device to combine fuel cell sensor technology, Bluetooth connectivity, and app-enabled features. BACtrack Mobile allows users to quickly and easily estimate their Blood Alcohol Content (BAC), as well as track, share, and understand results.

Monitoring Creates Awareness

With the increased use of health monitoring tools, people are making changes in their daily behavior. Now with the launch of BACtrack Mobile, anyone can gain a greater understanding of how consuming alcohol affects their body, and make smarter, holistic decisions based on that information.

“Monitoring your BAC goes beyond just drinking and driving,” said Keith Nothacker, founder and CEO of BACtrack. “Testing and sharing personal BAC results creates a dialogue around responsible drinking, which is long overdue.”

The Sensor Difference

Designed for accuracy, BACtrack Mobile uses a professional-grade alcohol fuel cell sensor and an internal breath pump. BACtrack has drawn on its decade of experience to design a product that maximizes accuracy, has the smallest possible size, and provides rapid, reliable results.

In addition, the free BACtrack Mobile companion app provides first-of-its-kind features:

- With **ZeroLine™**, estimate when your BAC will return to 0.000.
- Track your BAC over time: View all your results from last night or last month.
- Associate pictures, locations, drinks, and notes with your BAC results.
- Public or Private: Your BAC results remain private, or choose to share results via text message or on a social network.

Sharing Your Drink, Socially

A user may share their test result, date, time, and location with someone else through a text message. The text message will show the BAC, and also have a link to the BAC result on a

unique BACtrack page with a randomly generated URL. A user can also share their test result, date, time, and location with someone else through Facebook or Twitter.

If a user is comfortable sharing their result publicly, they can choose to contribute anonymously and in real time to the [BACtrack WorldView™](#). Anyone, not just users of the product, will be able to view this live, real-time map. BACtrack Mobile users will also have the option to post drink data and photos that are associated with each of their BAC results.

“The BACtrack Mobile Breathalyzer is truly the most powerful yet personal tool available for understanding how alcohol affects your body,” concluded Nothacker. “Our hope is that people feel empowered and engaged, and are able to make more informed decisions every time they consume alcohol.”

BACtrack offers a full-range of patented products to fit everyone’s lifestyle. The BACtrack Mobile Breathalyzer can be purchased on [BACtrack.com](#) for \$149.99 and at online partners including Best Buy® (NYSE: BBY), Amazon (NASDAQ: AMZN), and ThinkGeek. The companion iOS app is available for free download at the AppStore. BACtrack Mobile is currently compatible with iPhone 4S, 5, iPad 3, iPad Mini, and iPod Touch 5. For additional information, visit [www.BACtrack.com/mobile](#).

About BACtrack:

San Francisco-based BACtrack is the U.S. leader in breathalyzers, offering a full range of innovative products for both personal and professional use. Founded in 2001, BACtrack helps people monitor their blood alcohol content and make informed decisions about alcohol consumption. BACtrack products are in leading retailers including BestBuy stores and online at Amazon, Brookstone, Costco, and drugstore.com. BACtrack products have been featured on Oprah’s All Stars, The Dr. Phil Show, The Doctors, and MythBusters. Connect with BACtrack via [Twitter](#) and on [Facebook](#). For more company information, visit [www.bactrack.com](#).