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## **BACtrack® Skyn Named Finalist in Fast Company's World Changing Ideas Awards**

*BACtrack's wearable alcohol monitor, BACtrack Skyn, honored in Fast Company awards, which recognize innovations that have the potential to alter people's lives and make the world a better place.*

**SAN FRANCISCO, CA - March 20, 2017** - BACtrack®, the leader in personal and professional alcohol testing, today announced BACtrack Skyn is a finalist in Fast Company's World Changing Ideas Awards in the Consumer Products Category. The awards honor businesses, projects, and concepts that offer innovative solutions to major issues facing humanity.

BACtrack Skyn is the world's first wearable alcohol monitor. The device completely reinvents alcohol monitoring by measuring alcohol expiring through the skin – continuously, passively and in real-time. BACtrack Skyn connects to an app via Bluetooth and offers a user powerful, actionable data. For instance, a user can set an alert to be notified when they're approaching higher alcohol levels to know when to slow down or stop drinking. Ultimately, this will give users greater insight when it comes to drinking and lead to fewer instances of impaired driving. Additionally, researchers and clinicians can use BACtrack Skyn to collect reliable data to reduce healthcare expenses related to alcohol consumption and to discover new treatment options.

### ***Fast Company's World Changing Ideas Awards***

BACtrack Skyn is a finalist in the Consumer Products category selected from more than 200 entries. *Fast Company's* inaugural World Changing Ideas Awards garnered more than 1,200 entries in 12 categories, from Food to Energy to Developing World Technology. Entries were submitted from around the world and finalists include brands like GE and Microsoft, nonprofits like Ideo.org and the U.N. World Food Programme, and smaller innovative companies like BACtrack. A panel of judges chose winners and finalists based on feasibility and the potential for impact.

BACtrack Skyn is highlighted in the April issue of *Fast Company*, which hits newsstands on March 27 and on FastCompany.com.

*"Fast Company* has always insisted that being a force for good has to be a key element for any business," says *Fast Company* editor and managing director Robert Safian. "These World Changing Idea award winners show how organizations around the world are embracing the ideals of creativity and innovation to create enormous impact."

"We're honored BACtrack Skyn is recognized as a world changing idea. We're more motivated than ever to bring this technology to individuals, researchers, clinicians and other organizations who will benefit from it," said Keith Nothacker, President and CEO of BACtrack.

"We think BACtrack Skyn can save thousands of lives and impact millions of people globally," concluded Nothacker.

### **NIH 'Wearable Alcohol Biosensor Challenge' Winner**

In May 2016, BACtrack was awarded the grand prize and \$200,000 in the 2016 National Institutes of Health (NIH) Wearable Alcohol Biosensor Challenge. The purpose of the competition was to find an accurate, non-invasive and continuous way to measure a user's alcohol level in order to aid researchers.

This was followed by the January 2017 unveiling of two new BACtrack Skyn prototypes, a version integrated into an Apple Watch band and a sleek standalone wearable.

*Fast Company's* World Changing Ideas honor is the latest in the exciting development of BACtrack Skyn.

### **BACtrack Skyn Availability**

BACtrack Skyn will be available in 2017. To learn more and sign up to be among the first to purchase BACtrack Skyn visit [BACtrack.com/skyn](http://BACtrack.com/skyn).

### **About BACtrack**

San Francisco-based BACtrack is the leader in breath alcohol testing in North America, 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 has won Popular Science's 'Best of What's New' Award for its innovation in health, a Good Design award for best in category for consumer electronics, and has been named the top breathalyzer brand by Car & Driver. BACtrack products have been featured in USA Today, The New York Times, WIRED, Fast Company and other national and international publications. BACtrack breathalyzers are available in 20 countries and at over 15,000 store locations including Walgreens, Costco, Best Buy, Target, Rite Aid, and Pep Boys. BACtrack products can also be purchased online at [BACtrack.com](http://BACtrack.com), Amazon, [Walmart.com](http://Walmart.com) and [Target.com](http://Target.com). Connect with BACtrack via Twitter and on Facebook. For more company information, explore our site, [www.bactrack.com](http://www.bactrack.com).

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