



FOR IMMEDIATE RELEASE

Media Contact:
Chris Prouty, MWW
213-405-3797
bactrack@mww.com

BACtrack® Mobile Breathalyzer Wins Bronze at the 2014 Edison Awards™

*BACtrack's Smartphone Breathalyzer Wins at San Francisco Ceremony;
Awards Celebrate 27 Years of Honoring Innovators and Innovation*

San Francisco, CA – May 23, 2014 – [BACtrack](#), the leader in personal and professional-grade breathalyzers, has been named a [2014 Edison Award Winner](#), earning Bronze in the category of Industrial Design for its smartphone breathalyzer, [BACtrack Mobile](#).

The BACtrack Mobile Breathalyzer is the first smartphone breathalyzer to combine fuel cell sensor technology, Bluetooth® connectivity, and app-enabled features. This revolutionary product quickly estimates blood alcohol content (BAC) using a highly accurate professional-grade sensor. In addition, a user can save and track results, and with the ZeroLine® feature, learn approximately how long alcohol will remain in their bloodstream after consumption. BACtrack Mobile is not only unique in its technology and features, but also in its sleek, compact design.

Being recognized with an Edison Award is among the most prestigious accolades a company can receive in the name of innovation and business. The awards are named after Thomas Alva Edison (1847-1931) whose inventions, new product development methods and innovative achievements literally changed the world, garnered him 1,093 U.S. patents, and made him a household name around the world.

“Our judges recognized BACtrack Mobile as a true innovator out of the many products in its category,” said Frank Bonafilia, executive director of the Edison Awards.

The ballot of nominees for the Edison Awards was judged by a panel of more than 3,000 leading business executives including past award winners, academics and leaders in the fields of product development, design, engineering, science and medical.

“We are honored to receive an Edison Award and to be recognized by the experts who understand and foster innovation in technology,” said Keith Nothacker, founder and CEO of BACtrack. “As the leader in breathalyzers, we are determined to provide our users with the highest quality breathalyzer possible and we strive to make a difference with our products. We hope this award raises awareness around the dangers of inebriated driving and encourages people to use this tool to make responsible decisions when drinking.”



This award follows two other notable awards BACtrack Mobile received – the [2013 Best of What's New Award](#) (*Popular Science's* top honor) for its innovation in health, and one of *Car and Driver's* [highest ratings](#) in an industry-wide comparison testing of personal breathalyzers.

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. In 2013, BACtrack launched BACtrack Mobile, the world's first smartphone breathalyzer that uses fuel cell sensor technology and Bluetooth connectivity and has since won *Popular Science's* 2013 'Best of What's New' Award for its innovation in health. BACtrack breathalyzers are available in 20 countries and at over 10,000 store locations including Walgreens and Best Buy and seasonally at Costco. BACtrack products can also be purchased online at BACtrack.com, Amazon, Brookstone, 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.

About the Edison Awards™

The Edison Awards is a program conducted by Edison Universe, a non-profit, 501(c)(3) organization dedicated to fostering future innovators. The Awards have been recognizing and honoring the best in innovations and innovators since 1987. They honor game-changing innovations that are at the forefront of new product and service development, marketing and human-centered design, and are one of the highest accolades a company can receive in the name of successful innovation. For more information about the Edison Awards complete program and a list of past winners, visit www.edisonawards.com.

###