



FOR RELEASE ON:
Tuesday, October 20th, 2015

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Ember Introduces World's Most Advanced Coffee Mug

The only mug that keeps coffee at a consistent temperature for an unforgettable drinking experience

WESTLAKE VILLAGE, CA—(October 20th, 2015)— Ember Technologies, the new company that exists to make the simple act of eating and drinking more gratifying through temperature control, announced the release of its flagship product today: the only temperature adjustable mug that keeps coffee or tea at a consistent temperature. Using patented heating and phase change cooling technology, the Ember mug creates an unforgettable drinking experience that will change the way we enjoy coffee or tea. Ember has made their mug available via a pre-order campaign on Indiegogo for \$129. The Ember mug will begin shipping in April 2016.

Rather than pouring too-hot-to-drink coffee into a paper cup or travel mug and then impatiently waiting until the temperature falls to a comfortable drinking level (and soon thereafter, to an unpleasant lukewarm), the Ember mug will rapidly cool your hot coffee or tea down to a chosen temperature and will hold it at that exact temperature for hours on end. Experience the pleasure of enjoying your drink, in its perfect state, from the first sip to the last drop.

"I started Ember to solve a very simple problem: how to keep the coffee you love at the perfect temperature for as long as you like," said founder and CEO Clayton Alexander. "By merging Ember's patented temperature-control technology with beautiful design and an incredible user experience, we knew that we could appeal to discerning coffee drinkers."

Ember's patented temperature-control technology combines a phase change cooling system with an active heating system, creating the world's most precise temperature controlled mug. Leak-proof and highly portable, Ember is ideal to take along in the car or use at home or around the office. Ember will keep your coffee or tea at the perfect temperature for up to two hours on the go or all day long when used with included charging coaster.

Ember partnered with San Francisco-based Ammunition, a world-class consumer product design firm, to turn Ember's vision into a reality. Ember's simple, elegant design has no buttons or complex instructions. Simply rotate the dial at the base of the mug to easily adjust

the temperature and enjoy your coffee exactly the way you like it. The mug can be controlled on its own, or through the Ember mobile app. The app allows you to create temperature presets for all of your favorite drinks and even adjust the temperature of your coffee or tea remotely.

Ember is available for pre-orders on Indiegogo [here](#). For more information about the product and its many features, please visit www.embertech.com.

About Ember

Ember plans to revolutionize the way the world eats and drinks. Ember's flagship product, the world's most advanced temperature adjustable mug, creates an unforgettable drinking experience that will forever change the way we enjoy coffee or tea. Ember's patented technology rapidly cools your drink down to the temperature you choose and then holds it at that exact temperature for hours on end. Experience the pleasure of enjoying your drink, in its perfect state, from the first sip to the last drop.

Founded in 2012 by inventor and serial entrepreneur Clayton Alexander, Ember has built an incredible team of world-class product designers and engineers formerly with Nokia, Microsoft and Amazon Labs, with big plans to transform the drinkware and dishware industry.

For more information, please visit our website at www.embertech.com

About Ammunition

Ammunition is a design studio dedicated to bringing products and services that matter to market. Founded in 2007, the studio is led by partners Robert Brunner, Matt Rolandson, and Brett Wickens. Our work transforms great ideas into experiences that create an emotional connection with customers and achieve business success for clients including Adobe, Beats by Dre, Lyft, Obi Worldphone, Polaroid, Square, and Williams-Sonoma, among others.

About the Founder

Clayton Alexander is an American inventor and serial entrepreneur who holds more than 70 patents worldwide and is the inventor of General Electric's futuristic light bulb, the GE Infusion™. Prior to starting Ember, Alexander started Radiance Lightworks in 1999 at the age of 23, and Journée Lighting in 2006. Radiance, now celebrating its 16th year anniversary, is an award-winning international lighting design firm with clients ranging from 20th Century Fox to Universal Studios and Mattel. Journée Lighting, now 10 years old, has grown to become one of the world's premier LED track lighting brands, with clients and installations all over the world.

Following the success of his first two companies, Alexander launched Ember Technologies in 2012. With big plans to revolutionize the dishware and drinkware industry, Alexander assembled an incredible team of world-class product designers and engineers formerly with Nokia, Microsoft and Amazon Labs, to take on this monumental task. Ember's launch product, the world's most advanced temperature adjustable mug, creates an unforgettable drinking experience that will forever change the way we enjoy coffee or tea.

Clayton Alexander - Full Bio

Clayton Alexander is an American inventor and serial entrepreneur who holds more than 70 patents worldwide and is the inventor of General Electric's futuristic light bulb, the GE Infusion™.

Alexander started his first business, Radiance Lightworks, in 1999 at the age of 23. By the time the company reached its 5th year in business it had grown its client base to include several fortune 500 companies, with lighting design projects all over the world. Radiance Lightworks, now celebrating its 16th anniversary, has shown steady growth since its inception and illuminates large-scale productions for Universal Studios, Mattel, 20th Century Fox and many other notable clients.

In 2005, Alexander uncovered a need for energy-efficient LED track lighting that did not exist at the time. Feeling compelled to find a solution he formed his second company, Journée Lighting, and quickly assembled a top-notch team of engineers and product designers. One year later Journée launched the world's first high-brightness LED track light, the Lotus. Making headlines in Popular Science, Gizmodo and dozens of lighting industry magazines, the Lotus became an instant overnight success. Since that time, Journée has experienced rapid growth and is one of the leading LED track light manufacturers in the United States today.

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