SAFEAWAKE

FOR IMMEDIATE RELEASE
SafeAwake Showcased at Two National Shows

Columbia, MD July 5, 2012 - SafeAwake, LLC, a fire safety solutions company, is happy to announce their product, the SafeAwake a smoke alarm aid, was showcased in two national shows last week. The 2012 Consumer Electronics Association (CEA) Line Shows that took place in New York City, NY as part of CE Week created an Innovation Zone where ten products were showcased as today's finest start-ups. The SafeAwake was chosen as one of the ten. These ten products were listed in an article explaining the Innovation Zone in the *Wall Street Journal* on June 22, 2012. On Wednesday, June 27th, the judges interviewed the company representatives about the company and product and the SafeAwake was chosen as one of the three finalists. On Thursday, June 28th, each of the three finalists had five minutes to show off their product to judges and an audience. SafeAwake was selected as a runner-up for the Technovation Award.

The second showcase was at the Hospitality Financial and Technology Professionals' 2012 HITEC Show that took place in Baltimore, MD. The HITEC Expo Theme was G2X, which presented the hotel room of the future. The SafeAwake was featured with the latest and greatest products that the hospitality industry had to offer. The SafeAwake fire safety product sat on a nightstand next to the bed listening for a smoke alarm ready to active a low frequency sounding alarm and tactile-sense stimulating bed shaker. It's designed to awaken people of all hearing levels to a fire emergency at night while they slept peacefully.

To learn more about CEA Line Show visit www.cealineshows.com/2012.

To learn more about HITEC visit www.hftp.org/hitec.

To learn more about SafeAwake visit www.SafeAwake.com.

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