



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

## Ladybug Teknologies Launches New Enforcement-quality Breathalyser For Under \$300.00

**Cambridge, ON—May 12, 2010**—Social technology expert, Ladybug Teknologies Inc., announced today that it has partnered with one of North America's renowned enforcement breathalyser manufacturers to private label its own consumer breathalyser. The new BAQ Tracker breathalyser will soon be available to social drinkers worldwide via Ladybug's BAQ Tracker website ([www.baqtracker.com](http://www.baqtracker.com)) and through a growing network of community-based resellers. BAQ Tracker will sell for \$269.99 US and will aid in Ladybug's vision to build "informed consumption" communities everywhere.

Co-Founder and COO, Chris Montag says, "The pricing of BAQ Tracker has been specifically targeted to be under \$300.00 and will open the door to social drinkers to own state-of-the-art enforcement-quality technology at a much more approachable price." As the consequences of drinking and driving have grown increasingly harsher, social drinkers are reaching out for technology to help them self manage. "BAQ Tracker gives the social drinker access to enforcement-quality equipment at consumer pricing," she adds.

The new BAQ Tracker unit will not only enable social drinkers to test their breath alcohol concentration (BAC) level in real time, it will also keep track of the last three breath samples and provide feedback to the social drinker as to whether their BAC is rising or declining...an important piece of information for social drinkers as they strive to be more consciously responsible. "BAQ Tracker represents the perfect marriage of technology and social purpose", says Sherry Colbourne, Co-Founder and CEO. Colbourne adds, "We are thrilled with the opportunity this new partnership brings to Ladybug and with the endorsement of our approach to social drinking this relationship provides."

The introduction of new laws throughout many states and provinces throughout North America makes even low BAC infractions (below the criminal limit of 0.08% BAC) a costly exercise with insurance rates skyrocketing sometimes 300% and the requirement for ignition interlock devices. BAQ Tracker provides social drinkers with an alternative to the "educated guess" approach and helps social drinkers stay clear of these harsh sanctions and life changing consequences. BAQ Tracker can be purchased online by visiting [www.baqtracker.com](http://www.baqtracker.com).

---

### About Ladybug Teknologies Inc.

Founded in 2002, Ladybug Teknologies is defining a unique business model as a socially-focused technology company that develops and sells products and solutions to social drinkers. For more information about Ladybug Teknologies Inc., please visit [www.ladybugteknologies.com](http://www.ladybugteknologies.com).

### Media Contact:

Adam Crake  
Public & Media Relations  
Ladybug Teknologies Inc.  
+1-519-653-3117 ext.421  
[media@ladybugteknologies.com](mailto:media@ladybugteknologies.com)