



NEWS RELEASE

FOR IMMEDIATE RELEASE

BAQ Tracker Mobile™ and The Kitchener and Waterloo Community Foundation To Tackle Drinking and Driving in the K-W Region

Cambridge, ON—April 22, 2010—Social technology expert, Ladybug Teknologies Inc., announced today that its BAQ Tracker Mobile software application will help build “informed consumption” communities throughout the Kitchener-Waterloo region.

As part of Ladybug’s Smarter Communities initiative, \$3 from every download of BAQ Tracker Mobile will be donated to The Kitchener and Waterloo Community Foundation to help combat alcohol misuse in the K-W region. “Past *Waterloo Region’s Vital Signs* reports highlighted that our community has a higher percentage of heavy drinkers than other areas of the province and country,” said Rosemary Smith, CEO of The Foundation.

It is no secret that the region is also one of the top five worst communities in Ontario for DUI. Ladybug’s Co-Founder and CEO, Sherry Colbourne, adds “Establishing the Ladybug Smarter Communities Fund with The Kitchener and Waterloo Community Foundation allows us to take an innovative approach to solving the problem of drinking and driving. Providing social drinkers with the tools to self manage is what this initiative is all about.”

BAQ Tracker Mobile is a software application for smart phones that enables social drinkers to know, with certainty, what their Blood Alcohol Concentration (BAC) level is while they drink. BAQ Tracker Mobile integrates an advanced algorithm used extensively by leading forensic toxicologists into its easy to use Blackberry application and provides social drinkers with a real-time, on-device simulation tool that has been benchmarked against enforcement quality breathalysers.

BAQ Tracker Mobile enables the consuming public to adopt a “consciously responsible” approach to social drinking and bridges the gap between expensive, but highly reliable, enforcement-quality breathalysers and the “educated guess approach” used by most social drinkers. BAQ Tracker Mobile will enable students, young professionals and the consuming public to access a scientific quality simulator for a fraction of the cost of a breathalyzer. BAQ Tracker Mobile can be downloaded for \$9.65 Cdn or \$8.95 US by visiting www.baqtracker.com.

Funds generated through the purchase of BAQ Tracker Mobile will be directed to the Ladybug Smarter Communities Fund and will directly improve the lives of residents of the Kitchener-Waterloo region and address an issue that is in need of attention.



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.

About The Kitchener and Waterloo Community Foundation

The Kitchener and Waterloo Community Foundation improves the quality of life in Kitchener-Waterloo and the surrounding area, now and for generations to come, by building community endowment, addressing needs through grant making, and providing leadership on key community issues. For more information about The Kitchener and Waterloo Community Foundation, please visit www.kwcf.ca.

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