



NEWS RELEASE

FOR IMMEDIATE RELEASE

Ladybug Teknologies ramping up Reseller Network

Cambridge, ON—September 2, 2010—Social technology expert, Ladybug Teknologies Inc., announced today that it has been quietly ramping up its Reseller Network. Demand for Ladybug's new personal breathalyser, BAQ Tracker, has been brisk since its launch in early May. Priced at only \$299.99 CDN, BAQ Tracker is the only breath alcohol testing device on the market that contains the same fuel cell as law enforcement units. Manufactured by a 25 year veteran of the enforcement community, BAQ Tracker is produced on the same line as police road side screeners. Establishing a network of community-based resellers will aid in Ladybug's vision to build Informed Consumption communities everywhere and make this technology readily available worldwide.

Purchasers of the new BAQ Tracker personal breathalyser are typically busy professionals who value a high touch, low stress purchasing experience. "Expanding our Reseller Network to provide easy access to our current and future customer base is the goal of establishing our distribution network", says Co-founder and CEO, Sherry Colbourne. "Within the past two months we have begun the task of building out our Reseller presence throughout South Western Ontario and the GTA and have recently expanded beyond our provincial borders into Saskatchewan." In addition, at the timing of this press release, Ladybug had just brought their first US Reseller on board in Erie, Pennsylvania.

"We now have Resellers that target the boating community, the u-brew wine/beer community, the legal community and the professional community....all circles of influence with a common focus - the social drinker. We hope to expand this presence into other communities of influence and invite interested Resellers to fill out a Reseller Request Form on our website (www.baqtracker.com)", says Co-founder and COO, Christine Montag. "As the consequences of drinking and driving have grown increasingly harsher, social drinkers are reaching out for technology that helps them know, with certainty, what their blood alcohol concentration (BAC) level is. Our customers tell us they like being able to self manage while at the same time contribute to something bigger...building a community of informed drinkers", she adds.

The introduction of new laws in many provinces and states 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.

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 our Resellers:

Resellers of BAQ Tracker represent a mix of businesses that touch the social drinker through a variety of interests:

The Dock Shoppe (Toronto, Ontario)

For over 25 years, the Dock Shoppe (www.thedockshoppe.com) has been the quintessential ship chandler of the great lakes. With over 12,000 sq. ft. of all things nautical, the Dock Shoppe sells marine electronics, boat supplies, clothing, footwear, nautical antiques and giftware, sailboat hardware and now BAQ Tracker!



Wine Expert Kitchener South (Kitchener, Ontario)

Winexpert operates as a “functional winery” – combining the traditional art of blending for consistency balanced with leading process technology to make the best wine making products in the industry. Authorized retailers of Winexpert receive extensive training through their exclusive Winemaking Excellence Program and Kitchener South (<http://www.winexpert.com/retailers>) is no exception and now lists BAQ Tracker as a product of choice!

Traffic Ticket Experts (Barrie, Ontario)

Traffic Ticket Experts (www.ticketexperts.ca) in Barrie specializes in fighting traffic tickets all across Ontario. Beyond dealing with all matters under the Highway Traffic Act, Traffic Ticket Experts also have a lawyer that can help with criminal matters like impaired driving, over 80 mg and dangerous driving, etc. With BAQ Tracker now listed as one of their products, Traffic Ticket Experts can help social drinkers avoid a DUI in a pre-emptive way.

Pat Probert (Toronto, Ontario)

A long time entrepreneur and renowned Harley-riding Santa Claus, Pat Probert is a regular in Toronto media for his annual Christmas gift giving activities. Pat was an early adopter of Informed Consumption and has been a reseller of Ladybug products for the past three years. Testimony to the belief that one can influence many, Pat has an active client base of professional business people. Pat is very active in the Toronto community and was awarded Volunteer of the Year Award from the Governor General of Ontario for his many years of dedication. Pat runs a very successful Dream Vacations travel business (www.bob.travelonly.com) and offers the best prices (both online and in bricks and mortar) stores to all travelers.

Romon Enterprises (Saskatchewan)

Romon Enterprises (www.romonenterprises.com), headed by Ron Carrobourg, Certified General Accountant, is excited to be part of the BAQ Tracker Reseller team and is looking forward to providing Western Canada with accurate technology to create Informed Consumption.

Bier Haus International (Erie, Pennsylvania)

Bierhaus International (<http://bierhaus.zoovy.com>) was founded in 1978 as one of the pioneer mail-order home brewing supply shops in the United States and has been offering wine making supplies since 1997. In addition to their wide selection of beer and wine making products, Bierhaus has now become a reseller of the BAQ Tracker.

Media Contact:

Adam Crake

Public & Media Relations

Ladybug Teknologies Inc.

+1-519-653-3117

media@ladybugteknologies.com