



## SafeToSleep Announces Breakthrough Sleep and Breathing Baby Monitor is Shipping to Dealers and End Users

DETROIT, Michigan, February 12, 2013 (SEND2PRESS NEWSWIRE) – SafeToSleep(TM) ([www.SafeToSleep.com](http://www.SafeToSleep.com)), the maker of the breakthrough Sleep and Breathing Baby Monitor capable of monitoring the breathing of a sleeping baby, announced today that consumers can now order the product at the company's website [www.safetosleep.com](http://www.safetosleep.com). The long-awaited SafeToSleep system uses advanced fiber optic technology to monitor baby breathing with hospital accuracy and stream the information to a smartphone. Retailers interested in carrying SafeToSleep products are invited to request a dealer signup package by email at [support@safetosleep.com](mailto:support@safetosleep.com).

Each \$329 SafeToSleep Bundle includes a SleepMat, Parent Unit, SleepMat Cover, and downloadable smartphone application. The SafeToSleep system pulls together patent-pending technology to monitor and wirelessly transmit a baby's breath rate and breath wave to a smartphone or included parent unit. The innovative system has the intelligence to determine if a baby is breathing too slowly, too rapidly, or stops breathing altogether and immediately alert parents. The SafeToSleep system can also track total sleep time and generate sleep quality reports, providing parents with new information that can help them better understand and care for the wellness of their babies.

"This product is designed for all babies and newborns. With a SafeToSleep monitor, parents can monitor every single breath of their sleeping babies with hospital accuracy and be instantly notified if their baby needs them," said SafeToSleep spokesman. "Up to now, the best monitoring options for parents have been video monitors or under-mattress movement sensors, neither of which can monitor a baby's breathing. With a SafeToSleep monitor, parents now have a monitor that can not only watch their baby's breathing, but can but also tell them how long their baby has slept and how well their baby has slept. Our mission is to not only protect the wellness of those sleeping babies, but to also bring some well-deserved peace of mind to the moms and dads responsible for their safety and care."

The Sleep and Breathing Monitor is wireless, portable, and designed for use on any flat, baby-safe surface. The SafeToSleep smartphone application is free of charge and works on any Bluetooth-enabled Apple or Android smart device. The SafeToSleep breath-detection technology has been hospital tested and clinically validated for accuracy. The hospital testing has shown the monitor to be as accurate as the breathing monitors used in hospital pediatric units around the world.

Consumers can purchase a SafeToSleep Sleep and Breathing Monitor at the SafeToSleep website at [www.safetosleep.com](http://www.safetosleep.com).

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Retailers and distributors in the U.S. and Canada can request a dealer sign-up package online at [www.safetosleep.com/contact](http://www.safetosleep.com/contact), or by emailing SafeToSleep Dealer Support at [support@safetosleep.com](mailto:support@safetosleep.com). SafeToSleep Dealer Support will respond to all dealer inquiries in 24 hours.

SafeToSleep provides product updates, sweepstakes, and special offers via the SafeToSleep Facebook Brand Page at [www.facebook.com/safetosleep](http://www.facebook.com/safetosleep). "Like" the page to receive updates in your Facebook news feed.

To learn more about the SafeToSleep monitor, watch the SafeToSleep one-minute explainer video at <https://www.youtube.com/watch?v=PqDRLdpPmms>

Enter the SafeToSleep Sweepstakes which runs from February 1, 2013 to March 15, 2013. To enter the six-weeklong sweepstakes, visit <http://www.facebook.com/safetosleep>. Click the blue "Win a SafeToSleep" app icon and watch the short, 1 minute animated video and submit your information for a chance to win one of two \$329.00 Sleep and Breathing Baby Monitor Bundles. SafeToSleep will randomly select two lucky winners on March 16<sup>th</sup>.

Winners will be notified by email. The Baby SafeToSleep Sweepstakes is open to residents of the United States.

#### About SafeToSleep(TM)

SafeToSleep(TM) is on mission to improve infant sleep safety and infant care through the invention, improvement, and application of user-friendly and intuitive technologies. Find out more at [www.SafeToSleep.com](http://www.SafeToSleep.com), and at the SafeToSleep Facebook page [www.facebook.com/safetosleep](http://www.facebook.com/safetosleep).

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