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***SmartMat: The World's First Responsive Yoga Mat
Aims for Record-breaking Success on Indiegogo***

FOR IMMEDIATE RELEASE. LOS ANGELES, CA.—September 29, 2014. After extensively comparing and evaluating the suitability of crowd-funding platforms, the founders of SmartMat have announced Indiegogo to be their crowd funding platform for today's unveiling and campaign launch.

SmartMat is a responsive Yoga mat that communicates to your smart device (phone, tablet) via in-mat, high precision sensors that give you real-time feedback on your specific alignment and practice, adjusting you as you go. This futuristic technology has the potential to completely transform the user's Yoga experience both at home and in the studio.

Co-founder and marketing strategist Maziar Sadri stated *"we have been very public with our goal and expectations to have one of the largest crowd-funding project on the web to date. This is not just a "me-too" goal, but rather that we know we are developing something very special here with mass market potential. We are in the process of scaling our manufacturing resources and infrastructure to deliver the visionary SmartMat product to our early supporters before SmartMat goes retail at a higher price. After comparing and speaking with alternative crowd-funding options, we felt that Indiegogo was the most suitable platform to launch the SmartMat product and steer our messaging to the appropriate audience."*

"SmartMat has already received tremendous positive feedback from the growing community of enthusiasts in our pre-launch marketing efforts," says Amy Lombardo, Community Manager at SmartMat. *"SmartMat has the potential to make Yoga more accessible to people who don't live near a studio or can't afford private lessons but still want personalized feedback, and we are confident that in the years to come, it will reach a truly global, mainstream audience. With its calibration process, SmartMat's feedback will be specific to the user's unique needs, not just generalized comments. We believe this is one of the features that has generated mass appeal. It's designed to be entirely intuitive in its use; user-friendly for even the techno-phobe; and enhance the normal flow of your Yoga practice with options to choose the level and type of feedback received. Some folks will want maximum feedback with our 'Perfect Pose' and scoring technology. Others will opt to turn these features off. In true Yoga fashion, it's designed to be flexible."*

Indiegogo company spokesperson stated *"we are thrilled with the upcoming opportunity to work with the SmartMat team. These are the types of innovative, mass market appealing products that are perfectly suited for Indiegogo and crowd-funding in general. We feel that with the right support from our community, SmartMat has the prospect to go very far..."* just how far it could go they would not give an exact number. But showing the recent upward trend in crowd-funding campaigns, records are made to be broken. SmartMat aims to surpass recent Indiegogo successes including Ritot, the first projection watch, which raised over \$1.3M, and Jibo, the World's first family robot, which topped out at nearly \$2.3M earlier in the month.

Constructed of similar materials and having similar thickness to existing Yoga mats, SmartMat will be easily portable and can be rolled up as usual. It is also heat resistant up to 110 degrees making the mat usable even in hot yoga classes, and is able to hold its charge for up to 6 hours before needing a recharge. The only noticeable visual difference compared to a regular Yoga mat is a low profile device that attaches to the front of SmartMat with a series of electrostatic magnets (similar to the charger cable on a Mac laptop), and doubles as a phone/tablet stand during your practice. With US patent pending and SmartMat currently in closed testing, enthusiasts and early adopters can visit SmartMat's website, www.smartmat.com, to get insider details; read the weekly blog; and stay current with the latest news.