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***SmartMat: Indiegogo's Hottest New Campaign,
Reaches 31 Day Funding Goal in Under 24 hours***

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At 11am ET Wednesday, SmartMat – the World's First Responsive Yoga Mat reached its 31 dayfunding goal of \$110,000 in just under 24 hours.

SmartMat is the portable, responsive yoga mat that communicates over bluetooth wireless technology to a smart device, recognizing your yoga practice and offering real time feedback and personalized instruction. "Early Bird" supporters were able to pick up the mat for \$249, a 40% discount off future retail. The current price remains at \$297 for campaign "First Adopters". The product is expected to retail online and in stores for a retail price of \$447 in the Summer of 2015.

Co-Founder Sam Marks said *"The response has been a further boost of confidence that continues to drive our passion and vision. We are elated by the press and general public support we have received in opening day on Indiegogo. The additional capital above our funding goal level will allow us to scale our manufacturing infrastructure quicker, allowing us to deliver a superior product in shorter time"*

SmartMat is built with responsive sensors that link to your Smartphone or Tablet. Using AI technology, the product guides your practice through a series of audio and visual indicators. Constructed of similar materials and having similar thickness to existing Yoga mats, SmartMat will be easily portable and can be rolled up as usual. This futuristic technology has the potential to completely transform the user's Yoga experience both at home and in the studio.

SmartMat's pre-order campaign on Indiegogo will end on October 30th, at which point the company will begin to roll over pre-orders through their direct channel at www.SmartMat.com. The company expects to be able to dispatch Indiegogo pre-orders within 6 months from their Los Angeles fulfillment center. Company's spokeswoman stated *"we are in the process of recruiting a pair of senior level engineers to join the team to accelerate our vision of making SmartMat the standard in interactive fitness technology."*

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.