

Breathometer and Uber™ Tackle Drunk Driving Together to Ensure People Get Home Safely

Fast-growing mobile technology companies strengthen partnership, offering numerous promotions to help consumers make more informed decisions while drinking

Burlingame, CA, February 18, 2015 – Breathometer, Inc., the leader in breath analysis technology, today announced it is tightening its [partnership](#) with Uber™ by together offering numerous promotions to help create heightened awareness about the importance of making safe choices when it comes to drinking and driving. The campaign offers discounts on both the mobile Breathometer products that help educate consumers about their personal alcohol consumption and alcohol levels, as well as rewards for people utilizing Uber.

Breathometer is the developer of the world's first portable breath analysis platform – advanced technology that enables users to keep track of their alcohol consumption, assisting casual, social drinkers to make more informed decisions regarding their health and wellness. If the name sounds familiar, the fast-growing company was featured on the popular reality TV show, “Shark Tank” and recently won the “Extreme Tech Challenge,” sponsored by Richard Branson.

The Breathometer platform recently supported over 1M million tests in the last nine months, and in October 2014 integrated Uber into its app using the [Uber API](#). Since then, the team said it has seen phenomenal results from the integration. Uber has published some of this data on their blog site (<https://devblog.uber.com>) to demonstrate how combined, Breathometer and Uber are helping people make smarter decisions when consuming alcohol.

To kick off the campaign, Uber™ will give out free rides (up to \$20) to all Breathometer users new to Uber. And for current Uber customers, Breathometer will give out 100 free rides (up to \$20) to the first 100 people who use Uber through the Breathometer App.

“The idea to create a powerful partnership between Uber and Breathometer was a simple, yet necessary one – it has been one of the most frequently requested features from our early customers,” said Charles Michael Yim, CEO of Breathometer. “Having to call a friend or schedule a cab isn’t always an easy choice. Access to a dependable and on-demand ride solution directly from our app for anyone that has been consuming alcohol is critical. With our Uber partnership, we have connected with a company that truly understands what it means to revolutionize through mobile technology to deliver a valuable service. I look forward to what we can achieve together.”

Breathometer’s smartphone app (available on IOS and Android) includes highly requested features like ‘stay nearby’ and ‘get home safe.’ The app makes it easy to obtain instant results, including Back to Zero™ and direct access to get an Uber ride, taxi cab service, stop for food at a local restaurant, or even find a place to stay at a nearby hotel.

“Partnerships like Uber and Breathometer are empowering people with the information they need to make smarter choices, and avoid drinking and driving,” Yim added.

Uber and Breathometer want to make sure that a safe-ride is always within reach. In addition to the promotions listed above, for the first time ever, Breathometer will give out a 10 percent discount on both the Original Breathometer, as well as Breeze, its wireless smartphone breathalyzer from Feb. 18-March 7, 2015. The same promotional code also will give customers a discount on Breathometer products purchased through BestBuy.com. Learn more about the offer and the promo code for Breathometer products [here](#).

About Uber

Uber is evolving the way the world moves. By seamlessly connecting riders to drivers through our apps, we make cities more accessible, opening up more possibilities for riders and more business for drivers. From our founding in 2009 to our launches in over 138 cities today, Uber's rapidly expanding global presence continues to bring people and their cities closer. To learn more, please visit www.uber.com.

About Breathometer

Breathometer is the leader in breath analysis technology. Our mission is to build the world's first portable breath analysis platform to help people make smarter decisions, improve healthcare and to save lives. Founded by Charles Michael Yim in September 2012, Breathometer develops innovative breath sensing technology combined with the best of today's wearable technology, superior design, and usability to deliver the best of breed digital health products. Breathometer products are available in both the U.S. and Canada. For more information, visit www.breathometer.com. Your Breath. Your Life™

###