



NEWS RELEASE

FOR IMMEDIATE RELEASE

Ladybug Teknologies proudly sponsors OACP's 2010 Drive Safe Campaign

Cambridge, ON—May 27, 2010—Social technology expert, Ladybug Teknologies Inc., announced today that it has joined forces with other prominent corporate sponsors to support the Ontario Association of Chiefs of Police 2010 Drive Safe Campaign. Drive Safe 2010 is designed to educate the general public on the consequences of, and preventative measures related to critical social issues such as impaired driving, distracted driving, and the misuse/abuse of recreational vehicles.

"The launch of this year's campaign aligns nicely with the overall vision of Ladybug and our focus on informed consumption," says Co-Founder and COO, Christine Montag. "Drinking and driving is not a behaviour that is exclusive to cars. Boating, ATVing, jet skiing and RVing all require the same level of awareness and we are pleased to support the expanded vision of this year's campaign", added Montag.

At the campaign launch in Cornwall, Ontario on May 27th, Co-Founder and CEO, Sherry Colbourne addressed media, partners and sponsors with a strong message. "Ladybug's new BAQ Tracker breathalyser will enable social drinkers to enjoy the full spectrum of their outdoor activities without compromising their safety or the safety of others," says Colbourne. "Equipping social drinkers with the tools to self manage is the cornerstone of transforming communities through informed consumption", she adds. In addition to providing social drinkers with the ability to test their Blood Alcohol Concentration (BAC), BAQ Tracker is also the only breathalyser that will chart a social drinker's increasing or decreasing BAC in real time...an important component of building awareness of the impact of alcohol consumption.

The introduction of new laws throughout many states and provinces 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. Sanctions applied to drinking and operating motorized recreational vehicles (boats, jets skis, ATVs, etc) are now transferable to a driver's license in Ontario. 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 2004, 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.

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