

MEDIA CONTACT:
For additional information, images or to coordinate an interview or demo of OZMO with OZMO's CEO, contact Angela James, Media Owls, (408) 358-7898; angela@mediaowls.com @mediaowls

What is Ozmo?

Ozmo's smart technology tracks water and coffee consumption to encourage overall energy and optimum health. Through sensor technology and data collection, the Ozmo smart cup and mobile app tracks daily water and coffee intake, measures caffeine, goal status, location and weather in order to achieve well-balanced drinking. The Ozmo Cup series was created by Groking Lab, a tech start-up focused on empowering people to take the initiative to lead well-balanced lifestyles.

Ozmo is an innovative part of the wearable industry ecosystem and works with leading activity trackers to coach people in staying hydrated before, during and after exercise. Ozmo allows users to compare and promote hydration activities by providing meaningful data. Health institutes, providers, trainers, family and caregivers can manage their clients and loved ones' water intake accurately and remotely.

Why is Ozmo newsworthy?

Ozmo manages daily health status and awareness by giving users the ability to intuitively track how much we drink, whether it is water or coffee. Each Ozmo Cup caters to the unique lifestyles of fitness enthusiasts, health conscious individuals, coffee drinkers, parents on the go, aging adults, those under a physician's care, and more.

Our bodies are made of 70% water, yet, 75% of Americans don't manage to get their proper hydration each day. Over time, failure to drink enough water compounds health complications such as fatigue, joint pain, weight gain, and headaches. Dehydration has an increased health risk to aging adults, those battling illness and individuals who have nutrition challenges.

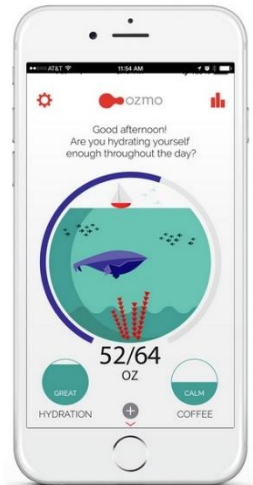
What is the Ozmo Smart Cup?

The Ozmo smart cups feature motion sensors that measure liquid levels and sync data to smartphones with the free Ozmo app. Vibrations serve as timely reminders and consistently alert users if they haven't been drinking water for more than two hours, along with flashing LED lights that alternate between red and blue depending on hydration levels and liquid intake. The Ozmo app makes it easy for users and care providers to link to the data and other fitness devices, activity trackers and apps, such as Fitbit and Apple Health. Ozmo creates real-time reports based on customizable hydration goals. Even without the app, Ozmo will still help users make healthier choices in real time without being connected to a phone.

Built to record coffee and water consumption, both the Ozmo smart cup and app tracks progress - enabling users to achieve daily hydration and caffeine goals. The Ozmo Active is solidly built for the fitness enthusiast. The Ozmo Java and Ozmo Java+ cater to high energy adults who appreciate their caffeine. The app is tailored to specific body type and activity levels to make the right recommendations for coffee and water to maximize energy levels throughout the day.

Ozmo Java tracks coffee and your caffeine intake to help you decide how much is too much and how you are doing right now. Ozmo Java+ keeps coffee consistently hot, with a charging stand to keep it secure and in place. Ozmo Cups are completely leakproof and built of durable, BPH free Tritan Plastic. Each cup can be charged using USB cable and a fully charged cup will last for up to two weeks.

Watch the Ozmo Demo video [here](#).



Ozmo Smartphone App



Ozmo Smart Cup on the go

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Corporate Leadership - Serena Pau, CEO & Founder, Groking Lab

Serena Pau founded Groking Lab to harness her great passion in designing products that truly improve the way people live. She believes that making small changes in people's lives creates large impact. Ozmo is the first project launched by Groking Lab. Its mission is to inspire busy individuals to be aware of how important it is to their health and well-being to stay hydrated.

How much is it?

The regular price for Ozmo Active is \$79.99 and the Ozmo Java Plus is \$99.99. Ozmo Java+ is available in Purple and Grey; Ozmo Active comes in Blue, Red, Grey or Purple.

How do I contact Ozmo?

Ozmo Inc., www.Ozmo.io. Email hello@grokinglab.com. Twitter: [@OzmoCup](https://twitter.com/OzmoCup); Facebook: [@OzmoCup](https://www.facebook.com/OzmoCup);



Serena Pau - Ozmo Founder

What's Next?

The Ozmo Active is available for preorder at the Ozmo Store online. Several media outlets are also offering promo codes for last-minute gift idea options good through mid-December 2015.

In early 2016, Ozmo will be launching a healthy living campaign and an affiliate program partnership with Adperio, www.adperio.com, one of the world's largest online publishing networks.

What Else?

Ozmo successfully funded a Fall 2015 [Kickstarter Campaign](#) in preparation for the initial release of its [Ozmo Smart Cup and App](#). The Ozmo Kickstarter raised over \$31,000 (exceeded goal of \$25,000) to support the company's manufacturing and delivery plans to the U.S. market.

Ozmo is also involved in sustainability practices and promoting recycling over waste. 35 billion plastic water bottles and 14 billion paper cups become landfill every year and Ozmo is committed to working for awareness and change.

Story Ideas:

1. Monitoring hydration for a safe workplace. Businesses requiring active employees such as construction, logistics, maintenance, groundskeeping, and more can utilize Ozmo cups and tracking information to insure their workforce is maintaining optimum water hydration levels. Healthy and safe employees save time, money and insurance costs.

2. New year – New YOU! Hydration before, during and after a workout The Ozmo app makes it easy for users and care providers to link to the data and other fitness devices, activity trackers and apps, such as Fitbit and Apple Health. Ozmo creates real-time reports based on customizable hydration goals.

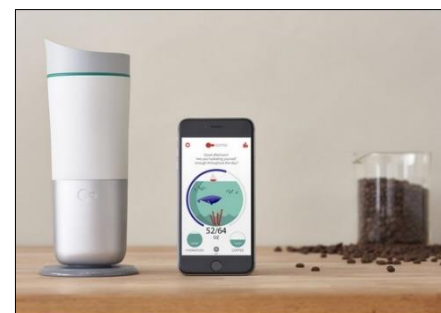
3. How does dehydration affect your health? Dehydration has an increased health risk to aging adults, those battling illness and individuals who have nutrition challenges. Both hydration and caffeine intake can have powerful impacts on sleep. Ozmo will help you improve the timing of your fluid and caffeine intake.

4. Coffee consumption: Stay sharp but not jittery. How Ozmo Java can help you smooth out your coffee consumption.

5. Health Institutions use of the Ozmo Cup and App to monitor water intake in patient care. Ozmo allows patient health providers, family members, care givers and medical staff the ability to monitor, track and report water intake in real time and/or remotely.



Ozmo Active & Ozmo Java+



Ozmo Java+ with charging stand and App