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LIFEKEY™

Lifekey Launches Smart Wearables Designed to Protect and Connect

RIVERTON, Wyo. (Jan. 7, 2019) — [Lifekey](#), a new brand that aims to transform the way people access and share their personal health data, is pleased to launch its system of smart wearables, designed to protect and connect people by providing one-touch access to important information like health data and user-triggered location updates for friends and family.

With just a tap, Lifekey's wearable devices work in combination with the Lifekey app to provide access to personal data including identification and emergency contacts, as well as medical data such as blood type, allergies, prescriptions, insurance information and more. Lifekey enables first responders, family and friends to access health information that quickly becomes critical in worst-case scenarios, and helps people stay connected with their loved ones. When activated by a responder, Lifekey notifies the wearer's emergency contacts and shares location information instantly.

"Our technology is highly versatile, and is being developed as a global platform," said Lifekey Founder and CEO, Jason Kintzler. "It allows first responders to have immediate, potentially life-saving access to personal safety information in emergency situations, but can also be just as critical in enabling a parent to locate their child or help reunite a family with their pet. Lifekey provides safety, connection and peace of mind."

Lifekey wearables are designed for all walks of life and built for all kinds of environments, from a scheduled visit to the doctor, to an emergency situation on the playing field, trail or slopes. User groups range from medical professionals, to sports organizations, to employers with remote workers and more.

The company's initial product offering includes three connected device styles: a silicone [Wristband](#), a [Micro Tag](#) that doubles as a zipper pull, and an adhesive, fabric [Smart Patch](#). Designed for performance, each device is waterproof, durable and doesn't require batteries or charging. Using the Lifekey app, users can lock their data, manage and share it as they see fit. In an emergency, designated contacts are also able to grant temporary access to responders.

All three Lifekey devices are available for sale online, and the Lifekey app is available now for both Android and iOS.

The company will also be heavily focused on integration, and is currently working with existing manufacturers in both hard and soft goods to bring Lifekey technology to their consumers through a variety of products.

To assist with its product launch and build brand awareness, Lifekey has retained [Backbone Media](#) as its PR and media agency. With over 20 years of expertise in the active lifestyle market, Backbone will develop an integrated paid, earned and owned media strategy for Lifekey.

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About Lifekey

Lifekey lets you store, protect and give temporary access to your personal medical data when it's needed most — especially in an emergency. The company's system of smart wearables is designed for all walks of life and built for all kinds of environments. Whether it's a visit to your doctor or an emergency situation, Lifekey is ready with important data like medical allergies, blood type, prescriptions, insurance information and more. Lifekey prepares you for anything and puts you in control of everything. For more information, visit wearlifekey.com

About Backbone Media

Backbone Media targets, engages and inspires the active lifestyle market through public relations, social media, content creation and media planning and buying. For over 20 years, Backbone has worked with leading outdoor gear, apparel, technology, food and beverage brands, as well as tourism destinations around the world. Backbone has offices in Carbondale and Denver, Colorado.
