



## SafeToSleep Baby Breathing Monitor Wins Parent Tested Parent Approved (PTPA) Award

DETROIT, Michigan, May 29, 2013 (PR WEB) – SafeToSleep(R) ([www.SafeToSleep.com](http://www.SafeToSleep.com)), maker of the first baby monitor that can measure the breathing of a sleeping baby, has been awarded the prestigious Parent Tested Parent Approved (PTPA) Seal of Approval. The highly coveted honor is achieved by only a select number of products each year that demonstrate superior performance and value as judged by objective parent testers. SafeToSleep is the only baby monitor to receive the PTPA award for 2013.

The SafeToSleep system is the first in a new category of baby monitor with the capability to monitor a baby's breathing with the accuracy of a wired hospital monitor. The SafeToSleep system includes a soft sleep surface called a SleepMat that uses patented sensor technology to monitor baby breathing and send the information to a smartphone as each breath occurs. Using the free SafeToSleep smartphone app, parents can monitor their baby's breath rate in real time from their Apple or Android smartphones or tablets. Like a hospital monitor, the system will proactively alert parents if the baby's breath rate drops too low or if the baby stops breathing altogether. The system also generates reports on total sleep time and sleep quality, helping parents and doctors care for babies in ways that have never before been possible.

"We are thrilled that the parent testers and experts at PTPA have selected our Sleep and Breathing Baby Monitor as a PTPA Winner with near-perfect scores in every category," says SafeToSleep spokesman. "The ability to monitor a sleeping baby's breath rate is a massive breakthrough in sleep safety that is designed to protect babies and families from the devastating effects of unexpected infant death. This revolutionary product will do for infant sleep safety what the car seat has done for infant travel safety."

The \$329 SafeToSleep Sleep and Breathing Baby Monitor Bundle includes a SleepMat, Parent Unit, SleepMat Cover, and free downloadable smartphone application. SafeToSleep products can be purchased at brick and mortar retailers across the United States and Canada or online at Amazon, Babies R Us, or at the company's website [www.safetosleep.com/shopping](http://www.safetosleep.com/shopping).

For more information about SafeToSleep or SafeToSleep products, please visit, <http://www.safetosleep.com>

### About SafeToSleep(TM)

SafeToSleep(R) is on mission to improve infant sleep safety and infant care through the invention, improvement, and application of user-friendly and intuitive technologies. Find out more at [www.SafeToSleep.com](http://www.SafeToSleep.com), and at the SafeToSleep Facebook page [www.facebook.com/safetosleep](http://www.facebook.com/safetosleep).

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About PTPA Media Inc.

PTPA Media provides an objective framework for appraising and promoting new products designed to enrich family living. The company's mission is to marry innovative companies with discerning consumers, to improve consumer access to quality products and services for their families and homes.

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