



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Amie Ley

4moms

Aley@4moms.com

POPULAR SCIENCE MAGAZINE RECOGNIZES 4MOMS AS TOP INNOVATOR IN 2016

4moms Self-Installing Car Seat Receives Best of What's New Award

PITTSBURGH, Penn. – October 24, 2016 – 4moms®, a consumer technology company that makes high-tech baby gear, was recently awarded the **2016 Best of What's New Award** by *Popular Science Magazine* for its self-installing car seat. Using robotics technology and advanced sensors, the 4moms self-installing car seat installs itself correctly by automatically leveling and tensioning, verifies the installation before every ride and then continuously monitors its status during use, giving parents complete peace of mind every time they put their baby in the car.

Each year, *Popular Science* reviews thousands of new products and innovations and selects the top 100 winners across 10 categories, from health to automotive fields. 4moms was recognized in the automotive category, solving an unsolvable problem and incorporating entirely new ideas and functions into child passenger safety.

"The Best of What's New awards honor the innovations that shape the future," says Kevin Gray, Executive Editor, *Popular Science*. "From life-saving technology, like the 4moms self-installing car seat, to incredible space engineering."

"It's an honor for us to be recognized with this prestigious award," says Rob Daley, co-founder and CEO, 4moms. "The 4moms self-installing car seat solves a real problem – 4 out of 5 car seats are installed incorrectly. We think this product is the most important thing we've brought to market. It's going to be a gamechanger in child passenger safety."

The 4moms self-installing car seat launched in September, and is currently available at buybuyBABY, Amazon, select specialty retailers and at 4moms.com, with a retail price of \$499.99.

About 4moms

4moms® is a consumer technology company that leverages robotics, technology and innovative design to disrupt and redefine existing industries. The company has transformed the baby gear industry with products like the 4moms mamaRoo® infant seat that replicates the bouncing and swaying motions parents make when soothing their babies and the 4moms breeze® playard that opens or closes in one simple step. The company, founded in 2005 and based in Pittsburgh, Penn., has twice been honored with the prestigious Red Dot award for outstanding product design, and was recognized, in each of the last five years, by Inc. magazine as one of the fastest-growing private companies in the United States. 4moms products are currently sold at buybuyBABY, Amazon, Target and Babies R Us. For more information, visit 4moms.com.