



CONTACT: Tom Blake (tom@mysovertime.com)
SoapTime, LLC
512-584-0263
www.mysovertime.com

SOAPTIME NAMED EDISON AWARDS FINALIST

SoapTime Will Be Recognized at Edison Awards Gala on April 25 in Chicago

AUSTIN, Texas, Feb. 18, 2013 – SoapTime has been named a 2013 Award Finalist by the internationally renowned Edison Awards™. SoapTime is a Finalist in the Consumer Packaged Goods category, one of twelve categories honored by the Edison Awards. The distinguished awards symbolize the persistence and excellence personified by Thomas Alva Edison, inspiring creative minds to remain in the forefront of innovation, creativity and ingenuity in the global economy.

“More than any year, this year's slate of Finalists demonstrate the enormous value of teamwork, experimentation, consumer focus, market awareness and game-changing success,” said Frank Bonafilia, Edison Awards’ executive director. “It’s exciting to see companies like SoapTime continuing Thomas Edison’s legacy of challenging conventional thinking.”

Tom Blake, CEO of SoapTime, added, “We are delighted that the Edison Awards committee recognized SoapTime’s “game changing” innovation in teaching healthy habits to children and are honored to receive this prestigious award. For kids, our patented hand wash teaching system provides a unique “edutainment” experience that attracts them to the sink and keeps them washing. For parents and educators in child care centers, SoapTime provides additional comfort knowing that germs on hands are being washed away. We are very proud and honored to stand alongside some of the most successful innovators in the world, such as 3M and Proctor & Gamble, as an Edison Awards Finalist.”

The ballot of nominees for the Edison Awards is judged by more than 3,000 senior business executives and academics from across the nation whose votes acknowledge the Finalists’ success in meeting the award criteria of Concept, Value, Delivery and Impact. The Panel includes members of the Marketing Executives Networking Group (MENG), the American Association Advertising Agencies (4As) the Chief Marketing Officer Council (CMO), the Design Management Institute (DMI), the American Productivity & Quality Center (APQC) the American Society of Mechanical Engineers (ASME) and the Association of Technology Management & Applied Engineering (ATMAE). Also on the Panel are hundreds of past Edison Award winners, marketing professionals, scientists, designers, engineers and academics.

Award winners will be announced April 25, 2013 at the Edison Awards Annual Gala, held in the Grand Ballroom at historic Navy Pier in Chicago, IL.

About The Edison Awards

The Edison Awards is a program conducted by Edison Universe, a 501(c)(3) charitable organization dedicated to fostering future innovators. The 2013 Edison Awards are sponsored by Nielsen, Discovery Communications, Science Channel, and USA Today. For more information about the Edison Awards, Edison Universe and a list of past winners, visit www.edisonawards.com.

About SoapTime

SoapTime is a patented soap dispensing system that provides children a fun and engaging experience at the sink during hand washing, while providing parents a tool for teaching healthy habits for life. SoapTime uses a multimedia "Edutainment" experience of lights, music and fun facts to keep kids washing for 20 seconds, the proper time to ensure clean hands. SoapTime's fun soap bottles snap onto the SoapTime Smart Base®. The Smart Base provides unique songs and fun facts tailored to each themed bottle. Children will learn facts about animals, earth and will even practice saying hello and counting to ten in multiple languages!

SoapTime products are sold online at <http://mysovertime.com> as well as at target.com, amazon.com and other retailers.

Four piece kit including a SmartBase, ABC, Earth and Elephant bottles is \$16.97 each.

Follow SoapTime on Twitter @mysovertime and on Pinterest at <http://pinterest.com/sovertime/> and become a fan on Facebook at <http://facebook.com/mysovertime>.

###