



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

SOAPTIME IS NAMED A 2013 BRONZE EDISON AWARD WINNER

SoapTime's Handwashing Teaching System for Children Wins at Chicago Ceremony; Awards Celebrate 26 Years of Honoring Innovators and Innovation

Chicago, IL – April 29, 2013 – The Edison Awards, celebrating 26 years of honoring the best in innovation and excellence in the development of new products and services, announced today that SoapTime, LLC of Austin, Texas was voted a bronze winner for innovation at the April 25th event at Navy Pier in Chicago. SoapTime's CEO, Tom Blake, joined hundreds of senior executives from some of the world's most recognized companies to acknowledge the hard work and commitment of all of the 2013 Edison Award winners.

Being recognized with an Edison Award has become one of the highest accolades a company can receive in the name of innovation and business. The awards are named after Thomas Alva Edison (1847- 1931) whose inventions, new product development methods and innovative achievements literally changed the world, garnered him 1,093 U.S. patents, and made him a household name around the world.

"Our judges recognized SoapTime as a true innovator out of the many products in its category," said Frank Bonafilia, executive director of the Edison Awards.

"SoapTime is thrilled to receive the prestigious Edison Award for innovation," noted Blake. "To stand among many of the most creative minds and products in the world is truly an honor. We are only at the beginning of SoapTime's mission to make learning healthy habits fun and this recognition inspires us to bring new and innovative products to families around the world."

The ballot of nominees for the Edison Awards™ was judged by a panel of more than 3,000 leading business executives including past award winners, academics and leaders in the fields of product development, design, engineering, science and medical.

One of the evening's many highlights was the presentation of the prestigious Edison Achievement Award to Dr. Paul E. Jacobs, chairman and CEO of Qualcomm Incorporated. The award honors innovation leaders and business executives who have made a significant and lasting contribution to innovation throughout their careers. The Edison Achievement Award serves as inspiration to future innovators and to the world at large.

In addition to the Awards Gala, the annual Edison Awards program encompassed multiple events over a two-day period including an opening reception, "Meet the Innovators Forum" and the "Innovators' Showcase," which offered guests a hands-on experience with many of the winning products.

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. SoapTime will be available in select HEB plus! stores beginning in May 2013.

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>.

About the Edison Awards™

The Edison Awards is a program conducted by Edison Universe, a non-profit, 501(c)(3) organization dedicated to fostering future innovators. The Awards have been recognizing and honoring the best in innovations and innovators since 1987. They honor game-changing innovations that are at the forefront of new product and service development, marketing and human-centered design, and are one of the highest accolades a company can receive in the name of successful innovation. For more information about the Edison Awards complete program and a list of past winners, visit www.edisonawards.com.

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