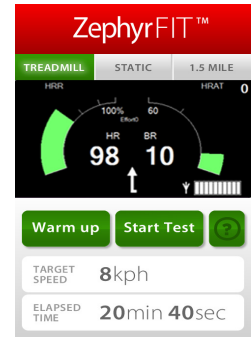




**FOR IMMEDIATE RELEASE**

**ZEPHYR ANNOUNCES BREAKTHROUGH FOR CONNECTED LIVING**

Annapolis, Maryland – Date: April 21, 2011 – Zephyr Technology announced ZephyrFit, a life management product focused on fitness testing and stress reduction. ZephyrFit leverages the technology developed for the military and sports markets; delivering an ultra simplistic way to monitor, measure, display and store your health related information over time. ZephyrFit uses Smartphones to collect & present bio-data, while also sending it to a secure web portal for review and sharing. “Studies have shown that when individuals are measured and can review the information over time; they modify their habits to get better. ZephyrFit is the first, commercially available product to measure fitness over time. ZephyrFit was developed for the over worked and stressed person who needs know how they are”, says Brian Russell, Zephyr’s CEO.



ZephyrFit is currently in three simultaneous trails in the US and Europe. In addition, this technology has been used by Dr. John Kennedy, Cardiologist, to measure stress levels in individuals in daily routines such as family and office environments, driving in traffic, doctors conducting surgery and even monitoring television personalities live. The results have been presented on The Doctors, Dr. Oz and Good Morning America. “Zephyr’s approach to physiological data collection and display is unparalleled in the connected health community. Presentation of heart rate data relative to activity level is only one of many valuable pieces of information Zephyr delivers. This technology can help people readily identify stress, by monitoring a unique combination of heart rate, breathing rate and movement monitoring. Knowing what causes individual stress and implementing simple stress reduction techniques will potentially minimize or avoid the risks of cardiovascular disease”, say Dr. Kennedy.

Zephyr pioneered this technology with NASA, U.S. Special Forces, first responders, and consumers in the Connected Health arena to monitor vital sign information within the context of activity. Zephyr has partnered with the most innovative companies to deliver solutions into everyday applications. “We have created a comprehensive approach to present useful physiological data in an understandable way, making it easy for the everyday user to keep an eye on their health. By using the ZephyrFit the individual owns their data and can share the information through social media”, says John Molloy, Zephyr’s Senior Product Manager for Connected Health.

ZephyrFit will be available within 30 days, with prices starting at \$249. Follow Zephyr @ZephyrAnywhere or request additional information at [www.ZephyrFit.com](http://www.ZephyrFit.com).

**About Zephyr Technology.**

Zephyr Technology, [www.ZephyrAnywhere.com](http://www.ZephyrAnywhere.com), is a global leader in real-time physiological and biomechanical monitoring or "Physiological Status Monitoring" (PSM) solutions for Connected Health, Fitness and the Academic Research markets. Zephyr Technology leverages a world class team of engineers, scientists, physiologists and business experts.

Founded in 2003, Zephyr Technology has been a pioneer in the use of PSM in training and high stress operational environments. The company’s ongoing collaboration with fire departments, NASA Ames Research Center, National Guard Civil Support Teams, and multiple US Special Forces has been invaluable in the development and validation of Zephyr’s technology and its application in the most extreme operating environments to **Measure Life. . . Anywhere!**

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