



PRESS RELEASE

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YOLO Incorporated Announces Debut of the Swagger-Meter 1.0

New York, NY, January 12, 2016 – YOLO Inc., a nationwide provider of novelty products, announced the debut of their latest product, the Swagger-Meter 1.0. This device provides user-specific, science-based insights into a key aspect of young adults' personalities: swagger. Swagger is a mental state of being in which a person exudes a high level of confidence and composure. Swagger can border on arrogance, but is more about a sense of positive self-assuredness that makes a person charismatic and admired.

YOLO's Research and Development Department placed a beta version of the Swagger-Meter in a nearby mall where patrons of all ages could choose to test their swagger. Field tests included 490 patrons with equal numbers of males and females ranging in age from 16–87. Based on their data and feedback, the R & D Department's analysis demonstrates that the Swagger-Meter 1.0 accurately measures a person's "hotness" and "electricity of personality" using a set of strategically placed titanium sensors that assess "tactile temperature" and "skin conductance/galvanic skin response" on the person's hand. All test participants reported the Swagger-Meter was uncanny in its accuracy.

"My friends didn't think I had swagger, but after testing myself with this machine, my friends realized how swaggerific I am."

~ Chazz (Age 19)

The Swagger-Meter uniquely capitalizes on people's desire for self-knowledge and data-based social comparison information. YOLO Inc. will optimize market share by placing the Swagger-Meter 1.0 in mall food courts throughout the United States.

YOLO Inc., founded in 2012 and headquartered in New York, NY, provides a full range of products that appeal to high school and college students. The company's motto is, "Inspired by science to live an infinitely better life."

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