

Headline: iPug, the innovative digital health platform founded in Australia, announces their US launch at the BIO International Convention 2016.

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iPug is a mobile friendly platform that transforms the way that research is conducted and how public health campaigns are delivered. With *iPug Research Suite™*, iPug recruits and engages targeted participants for high quality and real-time research results. *iPug Health Suite™* also delivers individualized health campaigns to individuals with the right message, at the right time, on the right device with the right reward incentive, thereby moving governments away from a broadcast model of ineffective public health campaigns to a targeted reward-based communications platform. This level of engagement has proven to save time, money and has a higher success rate in influencing changed user behavior as it relates to public health.

Speaking on the emergence of digital health technology in the US and the opportunity for iPug, Steve Huff, CEO and Co-Founder of iPug, said “It is an exciting time to be in digital health. Digital health funding is up with over \$900m in investment in Q1 of this year. This represents a 50% year on year growth from the same time last year.”

After successfully launching in Australia and most notably developing the injury prevention app *Cool Runnings* for the Center for Children’s Burns and Trauma Research, University of Queensland, iPug sees tremendous opportunity in the US to reduce public health costs, effectively scale and deliver measurable results for public health campaigns.

At BIO, iPug will be at the Australian Pavilion from June 6-9th.

For media inquiries, please contact: press@ipug.co

About iPug: iPug is the world's first mobile friendly platform that transforms the way that research is conducted and how public health campaigns are delivered through mobile gamification.