



BAM Labs, Inc.

**BAM Labs Expands Into New San Jose Headquarters; Announces Executive Appointment**  
*Mayor Sam Liccardo Welcomes Innovator of Data-Driven Health*

San Jose, CA - June 18, 2015 -- [BAM Labs](#), the pioneer of smart bed technology for data-driven health, today announced a move and the opening of new, larger headquarters at 111 West Saint John St., Suite 1200, San Jose 95113. As interest in data-driven health information grows, so does demand for BAM Labs' touchless Smart Bed Technology®. To support this growth, the Silicon Valley-native company also announced today the appointment of Kathy Simpson as Vice President of Program Management.

"I'd like to thank BAM Labs for selecting San Jose as their new headquarters. This leading-edge innovator in healthcare technology is an ideal addition to the growing community of startups taking advantage of our entrepreneurial culture and highly-talented workforce," said Mayor Sam Liccardo.

"BAM Labs is proud to become a member of the business community in this forward-thinking city as we build our company and hire more talent," said Rich Rifredi, co-founder and CEO for BAM Labs. "Moving our headquarters to downtown San Jose is especially exciting for our team because the creative energy is palpable, and that is a catalyst for new ideas.

We also welcome Kathy Simpson, our new Vice President of Program Management. Kathy comes to BAM Labs from the Comcast Silicon Valley Innovation Center where she led program management and developer programs. Kathy's extensive experience bringing new technologies to market will help BAM Labs execute on our pipeline of new product innovations."

**About BAM Labs**

[BAM Labs®](#) is the leading innovator in Smart Bed Technology®. In the medical market, BAM Labs' FDA-registered Touch-free Life Care™ smart bed sensor and cloud monitoring platform transforms any bed into a smart bed to inform, manage and improve health. Unlike watches and small gadgets that you have to power-up daily and remember to put on or carry with you, BAM Labs Smart Bed Technology turns any bed into a smart device that you can set and forget.

The BAM Labs Smart Bed Technology solution is available through authorized distribution partners in the United States and Canada. BAM Labs' Smart Bed Technology solutions are also being used to create breakthrough consumer products, notably the SleepIQ™ technology only available with a Sleep Number® bed at one of the 450 Sleep Number stores across the country. BAM Labs is headquartered in San Jose, CA <http://www.bamlabs.com> or contact [info@bamlabs.com](mailto:info@bamlabs.com).

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