

PRESS RELEASE
For Immediate Release

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SAFETY SOLUTIONS JOIN FORCES TO SAVE LIVES

Drive Beehive & TextNinja Combine for Best-In-Breed Solution

Chicago, IL - April 25, 2017 - Distracted driving collisions account for close to 3,500 deaths and nearly 400,000 injuries annually in the US, and trends show these numbers continuing to grow. In today's technology-saturated world, driving (and living in general) with healthy, conscious phone habits can be difficult. The reality is that *everyone* is a potential victim of distracted driving tragedy.

Data shows that changing the social perspective of such a widespread habit as phone use behind the wheel is challenging. With this in mind, Drive Beehive (by APIS Ventures out of Philadelphia) and TextNinja Co. (based in Chicago) have joined forces. Both companies have their own viable solutions for distracted driving, but have put aside standard competitive business strategies, and announce today an alliance to effectively reach social change regarding the issue.

"We love competition, but we also love teamwork. Being mindful of other social good companies with the same goals is much like being mindful of the technology we use in our everyday lives - it requires balance." ~Jim Ramirez, TextNinja CEO

"When assessing the competition we just saw a perfect opportunity to take the best features of each and form one top-tier solution to make it fun and rewarding to drive safely. We are looking forward to bigger developments in the future." ~Vince Roth, TextNinja President (previous Drive BeeHive Managing Partner)

The two companies combine their resources, technologies, business relationships, and highly experienced teams for a 'best-in-breed' solution with the support of multiple national, non-profit affiliations. On the market as "TextNinja" this app will now be the official app of PADD (People Against Distracted Driving). With the combination of app functionalities, the solution will have unmatched capabilities in silencing distractions, gameful design, auto-replying, and safe-driving sponsorships.

As an initial focus, the new TextNinja company hopes to provide a real-world solution to distracted driving that keeps drivers happily connected and can be widely adopted. A full-on fleet solution is also in the works - more detailed information to follow soon.

For more information, please visit www.textninja.com.

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