



FOR IMMEDIATE RELEASE

ConnectedYard Receives "Innovator of the Year" Honors from the Internet Marketing Association (IMA) at IMPACT15 in Las Vegas

PALO ALTO, Calif., Oct. 1, 2015 /PRNewswire/ -- ConnectedYard, an innovator in smart technology and the Internet of Things (IoT), received the coveted IMPACT Award for "Innovator of the Year" in recognition of its pHin solution that is reinventing pool and hot tub care. The award was presented at the Internet Marketing Association's annual awards celebration held on the evening of Sept. 24, 2015, at the ARIA Resort at City Center in Las Vegas. Hundreds of leading companies submitted award entries, which were carefully reviewed by IMA's judges and industry professionals. pHin won on the merits of its state-of-the-art and user friendly technology, unique chemical delivery and on-demand, nationwide network for accessing professional pool service technicians.

"We are gratified to receive this award from the Internet Marketing Association," noted Justin Miller, Co-Founder and CEO of ConnectedYard. "It is an honor to be recognized not only by our peers as an innovator in smart technology, but also within the pool service industry and the DIY consumer marketplace that are rapidly adopting pHin."

pHin, the company's first product, combines a Bluetooth® Smart and WiFi-enabled sensor, a mobile phone app and pre-measured chemicals into a subscription-based solution to take the guesswork out of maintaining chemical balance and water quality. pHin continuously monitors water quality on a 24/7 basis, with alerts sent to a mobile device when chemicals are needed. Also provided are shipments of pre-measured, water-soluble, color-coded chemical pods as well as access to a network of on-demand, qualified pool service technicians. Currently offered for pre-sale, pHin will be available in the first quarter of 2016.

ConnectedYard recently received a \$2.2-million seed round of funding for pHin. The round was led by Playground Global and joined by the company's pre-seed investor, Tandem Capital.

"The annual IMA IMPACT Conference brings together an incredible group of the top leaders who are thinking outside the box in our industry," said IMA Chairman Sinan Kanatsiz.

"ConnectedYard and pHin exemplify the transformative impact that can be achieved through disruptive technology that offers a high level of reliability and scalability, plus a significant value-added component, backed by very experienced and creative company leadership."

IMA is one of the fastest growing professional organizations in the world and encompasses a wide range of educated professionals in sales, marketing, business ownership, programming, creative development and related fields.

For more information on pHin, visit www.phin.co.

For details on the Internet Marketing Association, visit www.imanetwork.org.

About ConnectedYard

ConnectedYard, headquartered in Silicon Valley (Palo Alto, Calif.), is dedicated to being the center of the connected backyard. pHin is reinventing the pool industry with smart technology designed to help people have more time to enjoy an outdoor lifestyle. Learn more at www.phin.co, @getPhin and on Facebook.

About the Internet Marketing Association

IMA is one of the fastest growing Internet marketing groups in the world, with more than 1,000,000 professional members in fields including sales, marketing, business ownership, programming and creative development. It provides a platform where proven Internet marketing strategies are demonstrated and shared to increase members' value to their organizations. IMA is underwritten by corporate partners to provide an opportunity to learn, engage and define best practices without making a financial commitment. www.imanetwork.org

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