



## **LYCOS to offer Purple Band & Ring to support Epilepsy Awareness Plus new app features to detect unusual movement**

**Los Angeles, CA, June 26, 2015:** [LYCOS](#) (NSE:LYCOS | BSE:532368), today announced that it is developing a unique feature to its Smart Band and App that will alert and detect loved ones when people fall or have unusual movements. Starting on June 27th, a special Purple Band and Ring will be sold to support the Epilepsy Foundation by sharing a percentage of its LYCOS Life range of product sales.

“We have engineered a unique way to integrate a special alert & detection functions into all of our bands. If the band detects that someone is falling or any unusual movement is detected, the band will tell the App to send out an alert to their loved ones notifying them that an event is occurring. We plan to offer this technology starting in the fall and all current bands will also be able to utilize this functionality with a simple software upgrade.” said [Brad Cohen](#), President & Chief Strategy Officer of LYCOS.

“This is next of its kind for the humanitarian cause. We are very happy to contribute to the Epilepsy Foundation and be a part of this Netathon by Greg and Rick Harrison. Greg had been a part of our initiatives right from the launch of the LYCOS Life products and the Life Project in LA to India. Now, we are happy to be contributing to this noble cause.” said [Suresh Reddy](#), CEO of LYCOS.

Purple is the color of the Epilepsy Foundation and signifies support to bring awareness and help find a cure for Epilepsy. 20% of gross sales from the Purple Bands and Rings will be donated to the Epilepsy Foundation. LYCOS Life will sponsor "Talk About It for Epilepsy!" Netathon, co-hosted by Epilepsy Foundation spokespersons and celebrities Greg Grunberg ("Heroes," "Heroes Reborn," and "Star Wars: The Force Awakens") and Rick Harrison ("Pawn Stars" and Epilepsy Foundation Board member), the 12-hour event will be broadcast live online. Stars from stage, screen, music, and comedy will perform and share information about epilepsy and seizures. The event will be broadcast from

Hollywood on June 27, 2015, starting at 12 pm PST and broadcast live on Epilepsy.com, twitch.tv, and lycos.life.

Earlier this month, LYCOS announced The LYCOS Life Project, a not-for-profit humanitarian foundation that will give families the power to instantly test the quality of the water and air in their homes and communities with small portable sensors given to them for free by the LYCOS Life Project. 5% of all sales, including the Epilepsy Purple band and ring will be donated to the Project.



**Media Contacts:**

Rema Sujeeth

040 45678925

[rema@lycoscorp.com](mailto:rema@lycoscorp.com)

Emily Hughes

True North Brand Group, Inc.

781-740-4050

[Emily@truenorthpr.com](mailto:Emily@truenorthpr.com)

About the foundation and the Netathon Event:

<http://www.epilepsy.com/make-difference/get-involved/talk-about-it-epilepsy-presented-sunovion-live-hollywood-12-hour>

LIVE STREAMING Starting from June 27th at 12 pm EST

<http://Epilepsy.com>

<http://lycos.life>

<http://www.twitch.tv>

**About LYCOS**

LYCOS is one of the original and most widely known Internet brands in the world, evolving from one of the first search engines on the web, into a comprehensive digital media destination for consumers across the world. With offices in 24 countries around the globe the company has a wide customer base and reach to consumers. For more information please visit: [www.lycos.com](http://www.lycos.com)

## Disclaimer

This press release contains “forward-looking statements” – that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “should” or “will.” Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, uncertainties arise from the behavior of financial and digital marketing industry, and fluctuations in exchange rates; from future integration of businesses; and from numerous other matters of national, regional and global scale, including those of a political, economic, business, competitive or regulatory nature. These uncertainties may cause our actual future results to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward-looking statements.