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**hipKey Now Available at Apple Retail Stores in US and Canada**

*The Wildly Popular App-Enabled Tracking Accessory Lands on Retail Shelves After Online Success*

**AUSTIN, TEXAS** – February 5, 2013 – hippih, the company that helps you keep an eye on the stuff you love, announced today that its hipKey™ accessory is now available for purchase at Apple Retail Stores throughout the United States and Canada. After launching in the US at this year’s CES, hipKey became available through Apple Online in mid-January.

Initial online sales of hipKey have been positive with initial volume selling out of the Apple Online store in one week, and the company expects sales to continue to grow. In the first week of US sales, more than 17,000 people visited the hipKey website.

“We were thrilled with the response that hipKey’s US launch received at CES, and think selling the devices through Apple will only continue to elevate the device in the eyes of the consumer,” said Danny van der Poel, CEO of hippih. “Apple customers demand the highest quality products in Apple Stores, and we are confident that hipKey’s four unique features and eye-catching design will exceed their expectations, both in form and functionality.”

Using Bluetooth 4.0 technology, hipKey wirelessly connects with an app on a user’s iPhone or iPad, and allows the user to keep track of their most valuable belongings through four settings – Alarm Mode, Motion Mode, Child Mode and a ‘Find Me’ feature. The small, crescent-shaped device can be attached to any valuable and will track its vicinity to the paired smart device, emitting an audible alarm and vibration when the device is moved outside of range. A patent pending Safe Zone feature ensures ‘alarm free’ mobility through specified locations.

The hipKey is now available on [Apple’s website](#) or in their stores for \$89.95. hipKey is currently compatible with the iPhone 5, iPhone 4S, iPad mini, iPad (4<sup>th</sup> generation) and iPad (3<sup>rd</sup> generation). For more information on hipKey, or the first ever crowdsourced lost and found for the world, designed by hippih, visit the company’s website at <http://hippih.com>.

**About hippih**

The team behind hippih is dedicated to developing innovative, affordable accessories and solutions that are designed to make your life easier. All of our products are designed using state of the art technology that not only looks good, but more importantly, really works. We are very proud of our products and want you to enjoy using them, which is why we only work with the best raw materials and green technologies. Our team of experts includes artists, researchers, industrial designers, creative and engineers, who work hard to turn our ideas into reality.

<http://hippih.com/hipkey>

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