



## Every Mattress Needs Protection

### Protect-A-Bed® Releases iPhone® Bed Bug Plague Game

Chicago, IL (July 6, 2011) – Protect-A-Bed® recently released the only guaranteed way to kill virtual bed bugs – a fun, interactive iPhone® game called Bed Bug Plague.

Bed Bug Plague is a new addition to Protect-A-Bed’s free Bed Bugs 101 iPhone application, a comprehensive and easy-to-use reference guide on bed bugs, including how to recognize them, details on their appearance and the symptoms they cause.

In Bed Bug Plague, the enemy is a continuous rush of bed bugs that are trying to make it across the screen to infest a bed. The objective is to stop the bugs from reaching the bed by building towers along the path of the bed bugs. The towers inflict damage, and if powerful enough, will eradicate the bugs before they reach the bed.

As part of the game launch, Protect-A-Bed will offer a chance to win Apple® gift cards by registering on Bed Bug Plague’s website at <http://www.bedbugplague.com/game/>. Each week, one random registrant will win a \$500 Apple® gift card. Players are eligible to win each Wednesday until August 31. The game offers five playing levels from easiest to most difficult progressing from bedrooms to a dorm room to a rental property to a hotel – the latter two must be unlocked after a period of successful play. Users are able to play with or without sound and can post their scores to Facebook to see how they rank against other players.

According to Protect-A-Bed CEO James Bell, it’s all about taking a serious topic and having fun with it. “When we designed the educational app, we thought it would be fun to include a place where people can easily get rid of bed bugs,” he said. “This is the only place where you have 100 percent assurance that bed bugs are gone.”

The game is available to iPhone users and is part of the Bed Bugs 101 app that is now available for free on the iTunes App Store. For more information, visit [www.protectabed.com](http://www.protectabed.com).

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#### About [Protect-A-Bed®](#)

Protect-A-Bed offers consumers a complete line of protective bedding products because every mattress needs protection. Now selling in 30 countries for over 30 years, the company is a worldwide leader in mattress protection innovation. Protect-A-Bed products help create a dry, hygienic, bed bug free and anti-allergy sleep zone while protecting the mattress warranty. The company developed the proprietary Miracle Membrane® and patented BugLock® with

SecureSeal® and three-sided zipper system. Protect-A-Bed products are listed as Class 1 Medical Devices with the Food and Drug Administration and have received the Good Housekeeping Seal. For more information, visit [www.protectabed.com](http://www.protectabed.com).