

GM Nameplate's LEVL device registers for FDA Classification

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SEATTLE, Washington — GM Nameplate (GMN) announced today that LEVL, its first product directly sold to consumers, is now classified as a FDA Class I medical device. This is a critical next step for LEVL, a division of GMN, which created the new breath technology device with a vision to change the fat loss conversation.

Built on 50 years of breath science research, the LEVL device measures an individual's fat burning state, ultimately providing a path to a new sustainable health and fitness regimen. By integrating the LEVL device into a gym, training studio, or wellness center, health professionals will leverage LEVL's breath analysis technology to measure what's going on inside the body, and identify what works best for each client based on their individual metabolism.

"Our registration as a Class I medical device is an important step in LEVL's mission to release our device to market," said Brent Hixson, President and CEO of LEVL. "With LEVL, health and wellness professionals can help their clients achieve a healthier state and a better quality of life."

LEVL's proprietary nanosensor measures acetone concentration in the breath which correlates directly with the body's state of fat burning. Users simply blow into the device, and LEVL's sensor measures the concentration of acetone in that breath, providing an individual LEVL score. The LEVL score appears on the device while seamlessly syncing additional insights to the LEVL app. With this information, users can make real-time changes to their exercise, nutrition and wellness plans.

LEVL will announce availability and pricing for the device in early 2017. Additional information is available at www.levlnow.com.

About LEVL

LEVL is on a mission to change the conversation about weight loss to one about fat loss. LEVL is a ground-breaking device that can tell an individual's fat burning state with just one breath. Users simply blow into LEVL, and a proprietary nanosensor detects a molecule in the breath that indicates if he or she is burning fat. Armed with this personalized information, which works seamlessly with smartphones and is available immediately via LEVL's app, users can make real-time decisions about their diet and exercise routines to optimize fat loss and wellness. Based on half a century of proven breath science research, LEVL makes monitoring a user's fat burning state easy and predictable. All it takes is one breath.

About GM Nameplate

GMN is recognized as a leading international manufacturer that meets and exceeds customer expectations every time. Established in 1954, GMN has grown its capabilities from nameplates and brand identity, to include labels, die-cuts, front panel integration, printed electronics and biosensors, plastics, keypads and more. The company is committed to serving its customers with the highest quality possible.