

FOR IMMEDIATE RELEASE

WarmlyYours Radiant Heating launches 'smart' towel warmer bundles

Plug-in towel warmers now paired with Belkin's WeMo Switch

LAKE ZURICH, Ill., Nov. 24, 2014 — Building on the growing demand for convenient, mobile solutions, WarmlyYours Radiant Heating has bundled its popular portfolio of plug-in towel warmers with Belkin's Wi-Fi-enabled WeMo Switch. This new value-added option enables customers to use their smartphones or tablets to control their towel warmers from any location.

According to information technology research and advisory company Gartner Inc., a typical family home in a mature, affluent market could contain several hundred "smart" objects by 2022. Furthermore, the firm predicts that shipment volume of tablets will increase 23.9% in 2014 and 25.2% in 2015. It also estimates that smartphone sales will represent 88 percent of global mobile phone sales by 2018 — up from 66 percent in 2014.

"The number of people who turn to mobile devices for their daily needs continues to increase," said WarmlyYours President and Owner Julia Billen. "Nowadays, people want to be able to use their mobile devices for a wide variety of tasks. Our new towel warmer/WeMo Switch package bundles allows us to speak to that growing audience by taking our line of luxurious, stylish towel warmers to the next level of convenience."

The technology works by means of the WeMo app, which can be downloaded for free from the Google Play Store or the Apple App store. The app can be utilized once a towel warmer has been plugged into the WeMo Switch, and the switch is plugged into an outlet. Then, the WeMo app allows users to turn their towel warmers on and off right from their mobile devices, or even set schedules for the towel warmers.

In order to be compatible with the app, Android devices must be running Android 4.0 or higher, and Apple devices must be running iOS 5 or higher.

Additionally, the WeMo Switch integrates with the IFTTT (if this then that) service, which allows users to turn their towel warmers on or off when prompted by another event or activity. For instance, the WeMo Switch can be programmed to turn the towel warmer on when the sun rises or turn the towel warmer off when people leave the house, when used in conjunction with other WeMo products.

The WeMo Switch is available for purchase with WarmlyYours' Infinity, Barcelona, Elements and Studio plug-in towel warmers, which each feature a unique design and finish based on consumer preferences.

"Homes are getting 'smarter,' and this collaboration allows us to help boost a home's IQ in a convenient, affordable way," Billen said.

For more information about WarmlyYours' towel warmer with WeMo Switch bundles, visit www.WarmlyYours.com. Hi-res images are available upon request.

About WarmlyYours Radiant Heating

For more than 15 years, WarmlyYours Radiant Heating has offered the industry's most innovative solutions in radiant heating technology, from our flagship floor-heating systems and radiant wall panels to snow-melting systems, as well as comfort products, including towel warmers, mirror defoggers, shower floor and bench heating, and countertop heaters. With locations in the United States and Canada, WarmlyYours provides unrivaled personalized customer support from start to finish, featuring measuring and design services, 24/7 technical support, and our No Nonsense™ Warranty. For more information, visit www.WarmlyYours.com.

About WeMo

WeMo is Belkin's award-winning home automation brand and the leader in delivering customizable smart home experiences. Designed to be the most approachable entry point to the smart home, WeMo products and partner products empower people to manage, monitor and adjust their electronics, appliances and lighting from anywhere at any time via the free WeMo app. To learn more about WeMo, visit www.WEMOthat.com or follow us on Facebook and Twitter.

About Belkin International, Inc.

Belkin makes people-inspired products that harness the power of technology to enrich people's lives. To learn more, visit us on the [Web](#), or follow us on [Facebook](#) and [Twitter](#).

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