

HOLD FOR RELEASE UNTIL AUGUST 15, 2013

CARROT Alarm Makes Waking Up Fun

Ross Island, Antarctica / Blue Bell, Pennsylvania - August 2013 - CARROT, the artificial intelligence construct behind the most popular new to-do list of 2013, has created a talking alarm clock that will revolutionize the mornings of sleepy humans everywhere.

Unlike other alarm apps, CARROT Alarm actually makes waking up something to look forward to thanks to an innovative combination of mini-games, rewards, and CARROT's charmingly twisted personality.

The addition of a voice synthesizer helps CARROT come alive like never before. She'll wake you up in the morning with a mix of fully-orchestrated songs and hilarious spoken dialogue.

To shut off CARROT's alarm, all you have to do is complete a few of her bizarre daily chores, like granting sentience to a toaster or mixing a deadly neurotoxin. As reward for all your hard work, CARROT will unlock gifts like new songs and app upgrades.

The gorgeous minimalist design and gesture-based interface make CARROT Alarm a joy to use. Every human who wants to look forward to waking up should download CARROT Alarm from the Apple App Store for 99 cents.

CARROT Alarm is a "sequel" to the popular [CARROT To-Do List app](#) that was featured prominently by Apple and garnered critical acclaim when it launched earlier this year.

Pricing and Availability:

CARROT Alarm costs only \$0.99 USD and will be available on August 15 worldwide on the App Store in the Utilities category. It is a universal app (iPhone and iPad).

iTunes Link (will be live on August 15): <https://itunes.apple.com/app/carrot-alarm/id623700355>

More info: <http://www.meetCARROT.com/alarm>

Grailr LLC

Grailr is a small design-centered app development company based in Blue Bell, PA. Brian Mueller, a screenwriter, started building apps as a hobby after completing grad school in 2012. He designed the first version of CARROT as a to-do list that would appeal to him and him alone. But then other people loved it and he had to start this whole business and here we are.

Contact

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