

## Owlet Smart Sock 2 Baby Monitor Now Available in Babies“R”Us® Stores Nationwide

Sept. 5, 2017 – In line with its mission to make its [Owlet Smart Sock 2](#) more accessible and to empower more parents with the right information at the right time, [Owlet Baby Care](#) announces today the product is now available in select [Babies“R”Us®](#) stores across the country. This marks major growth in the brand’s distribution and ability to get the product in the hands of expectant and new parents.

“As a father myself, I want to make sure this product is easily available to every parent and parent-to-be, and working with Babies“R”Us is helping us do just that,” said Kurt Workman, Owlet CEO and co-founder. “Babies“R”Us is a must stop retail destination for new and expectant parents, so it is a great fit to have the Owlet Smart Sock Baby Monitor reaching the thousands of customers they serve.”

Now available in over 200 Babies“R”Us standalone stores throughout the United States, as well as online at [Babiesrus.com](#), parents can easily add the Owlet Smart Sock 2 to their [baby registry](#) or use store gift cards—another popular baby shower gift—to purchase it.

In 2016, online registry Babylist named the Owlet Smart Sock [a top baby product](#). The product has earned many other accolades, including The Bump Best of Baby Tech and the CES 2016 Innovation Honoree Award.

### **About Owlet Baby Care**

Owlet Baby Care was founded in 2013 by a team of passionate parents who believed there had to be better resources out there for infant health. The team wanted to bring themselves and other parents around the globe peace of mind and assurance, and developed a device that tracks a baby's oxygen and heart rate. Using clinically proven technology called pulse oximetry, the Owlet Smart Sock is designed to send notifications to the Base Station and via Wi-Fi to a smartphone, if a baby's heart rate or oxygen fall outside a preset range.