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FOR IMMEDIATE RELEASE

Cluck² Reinvents the Morning Alarm with a Rooster-Inspired Puzzle Clock

Long Beach, CA - February 2026 - Cluck² has officially entered the health technology market as of today with the launch of its puzzle alarm clock, innovatively designed to help users wake up and start their day with mental stimulation. The traditional role of roosters as natural morning alarms inspired this product that combines playful designs with cognitive engagement to fight the habit of hitting snooze and falling back into sleep.

The Cluck² alarm clock features a rooster-themed puzzle that must be completed in order to shut off the alarm. The design is simple, similar to a child's puzzle, making it accessible while still requiring sufficient engagement to activate the brain. The use of a physical clock allows for a screen-free morning routine, unlike phone alarms that often lead to scrolling and distractions. The blend of movement, problem solving, and routine supports focus, mood, and overall cognitive readiness to help develop healthier habits.

Cluck² recognizes the importance of social corporate responsibility. As part of their efforts, the company prioritizes ethically sourced materials in its products and uses recyclable and biodegradable packaging whenever possible, in line with their mission of sustainable and environmentally conscious practices.

“Cluck² is building momentum, and we’re encouraged by the direction of the business—strong customer response, improving execution, and a foundation we can scale. Our strategy isn’t tied to any single positioning label. Instead, we’re focused on delivering a consistently great experience and clear value, while staying flexible and disciplined as we expand. Looking ahead, we see a positive trajectory driven by stronger operations, selective growth, and continued innovation that keeps us aligned with what customers want.” Brandon Duong, Chief Executive Officer.

Along with its launch, Cluck² proudly introduces its executive leadership team: Brandon Duong as Chief Executive Officer, Danny Valencia as Chief Financial Officer, Breanna Delgado as Chief Operating Officer, Luis Moscozo as Chief Marketing Officer, and Leidy Castillo as Chief Information Officer. Together, the team is dedicated to creating sustainable and accessible products that help people wake up ready to take on the day.

About Cluck²

Cluck² is a health-focused technology company dedicated to improving morning routines and habits through the use of innovative, engaging, and screen-free products. By combining tradition, fun, and science-backed principles, Cluck² aims to help users wake up with purpose and prepared for the day ahead.

www.cluck.com