

JAWBONE UNVEILS THE UP PLATFORM

Ten Best-In-Class Services Now Integrated with UP; Open API Coming Soon

SAN FRANCISCO – Apr. 30, 2013 – Jawbone® today announced its UP® Platform for iOS and unveiled 10 apps that have integrated with [UP](#), the wristband and app system that helps you know yourself so that you can make smarter choices and feel your best. Jawbone also announced it will soon open the API for others to integrate services with UP or build entirely new experiences.

Jawbone teamed up with a variety of lifestyle, workout, food and other health tracking services, so you can get the most out of the apps you already love and discover new ones, to complement your UP experience. Beginning today, the UP app version 2.5 for iOS enables you to integrate any of these 10 best-in-class services: IFTTT, Loselt!, Maxwell Health, MapMyFitness, MyFitnessPal, Notch, RunKeeper, Sleepio™, Wello® and Withings. For example, now you can:

- Log a run or bike ride with **RunKeeper** or **MapMyFitness**, and view your workout data in UP, including maps of your route, to see how last night's sleep may have impacted your speed or distance.
- Step on your **Withings** Smart Body Analyzer and automatically import your weight into UP to track it in the context of how you sleep, eat and move, and get support from your UP teammates as you work toward your goal.
- Create **IFTTT** Recipes to receive nudges based on your UP activity, like texting you to go for a run if the weather is sunny, or tweeting at your workout partner when you reach 15,000 steps.
- Complete a workout with a live personal trainer in your home or hotel room using **Wello**, and log the workout directly into UP.

Once connected with an app through UP, you can view your activity from UP and any partner app in your feed, lifeline, and trends. You can also use your UP data in selected apps – including things like detailed sleep and movement data, your food or even your mood – to make those experiences even richer.

“UP is about knowing yourself,” said Travis Bogard, Vice President of Product Management and Strategy at Jawbone. “The platform allows our community to create extremely personal experiences tailored to their lifestyles and goals, and enhance the apps they’re already using. And, our unique approach to building an API with bi-directional data sharing benefits developers and partners as they seek to reach new customers and design experiences that weren’t before possible. The UP platform is another step in building a broader ecosystem that helps people everywhere live healthier lives.”

Developers who would like to integrate an existing service with UP, or build an entirely new experience, can [connect with Jawbone](#) for more details.

About Jawbone

For more than a decade, Jawbone® has developed human-centered wearable technology and audio devices that solve everyday problems and help us live better. A 2010 IDSA Design of the Decade winner, the company is the creator of the best-selling JAMBOX® and BIG JAMBOX® wireless speakers, the award-winning Jawbone ERA® and ICON™ Bluetooth® headsets, and NoiseAssassin® technology. Jawbone's approach to lifestyle tracking is unique, with over 230 patents filed related to UP® and its wearable technology manufacturing processes. Jawbone is privately held and headquartered in San Francisco.

Jawbone®, UP®, Jambox®, Big Jambox®, Jawbone ERA®, ICON™, and NoiseAssassin® are trademarks owned by AliphCom dba Jawbone. Other company and product names may be trademarks of their respective owners.

Media Contact:

Keely Sulprizio
Jawbone
415.230.7600 x1719
ksulprizio@jawbone.com

The OutCast Agency
415-392-8282
Jawbone@TheOutCastAgency.com

Like us on Facebook: facebook.com/jawbone
Follow us on Twitter: [@Jawbone](https://twitter.com/Jawbone)