

JAWBONE® AND FUSEPROJECT HONORED WITH 2010 IDSA DESIGN OF THE DECADE AWARD

Additional award from Consumer Electronics Show adds to Jawbone accolades

SAN FRANCISCO, CA – December 9, 2010 –Jawbone, the leader in personal mobile technology, today is extremely proud to announce that its line of premium ICON Bluetooth® headsets and overall company strategy has been honored with a 2010 IDSA Design of the Decade Gold Award in the category of Most Successful Integration of New Technology.

Held by the Industrial Designers Society of America (IDSA), the world's largest and most influential society for industrial design, the Design of the Decade 2010 competition celebrates the importance of industrial design as a professional industry by closely examining the profound impact it has on a product category, industry and society as a whole.

This IDSA Gold Award represents a major achievement for Jawbone as it recognizes the significant impact that a start-up company's design and innovation can have on a society over an entire decade. Previous Design of the Decade winners included big name companies such as Volkswagen and Herman Miller – making the start-up's win a true testament to a company's design-led vision that has transformed the market of personal and wearable technology.

"Every Jawbone product made has become number one in its market," explains Yves Behar, Chief Creative Officer at Jawbone. "This was not achieved by following rules, but instead breaking them by re-inventing the category with design. Not only does this award recognize our commitment to use 360° design to build challenger brands from the ground-up, it also shows the vision to provide users with a wearable, easy to use, fashionable and differentiated set of products and experiences."

In addition to the major Gold Award, Jawbone is also pleased to announce a 2011 CES Design Innovation Award for JAMBOX in the Portable Multimedia Accessories Category. The CES Design Innovation Awards are given by the Consumer Electronics Association, the preeminent trade association promoting growth in the consumer technology industry.

"These awards celebrate the positive impact that design has on business," said Hosain Rahman, Jawbone's CEO. "As an organization, we are extremely proud to be recognized for putting technology and design at the forefront of our industry-leading strategy."

In addition to Jawbone's 30 mobile and design awards, the Company was previously named an International CES Innovations 2009 Design and Engineering Awards Honoree and has been featured in prominent museums including the Centre Pompidou, Henry Ford Museum, The Museum of Modern Art, and the Art

Institute of Chicago. Jawbone has also been recognized by *BusinessWeek*, *CNET*, *Fortune*, *PC Magazine*, *PC World*, *Popular Science*, and *Time Magazine*, among others.

About Jawbone

For more than a decade, Jawbone has produced personal wireless technologies unparalleled in their innovation, ease-of-use and sophistication of design. The Company is the creator of the award-winning and best-selling premium ICON Bluetooth headset and the inventor of NoiseAssassin® technology, the world's first and only military-grade noise-eliminating technology. Jawbone delivers products that improve the mobile lifestyle through ever-changing software and wearability. Jawbone is privately-held and headquartered in San Francisco.

About fuseproject

fuseproject, founded by Yves Behar, is a San Francisco-based design agency building entrepreneurial and mature businesses by practicing 360° design in areas that include technology, furniture, lifestyle, transportation and social ventures. Examples of fuseproject's diverse projects include the world's first \$100 "XO" laptop for Nicholas Negroponte's One Laptop per Child (OLPC) organization, which aims to bring education and technology to the world's poorest children. Other recent projects include a sustainable crystal lighting project for Swarovski, Amplify; the new GE electric vehicle charger WattStation; and a sustainable shoebox packaging solution for PUMA, the Clever Little Bag. Yves Behar's innovative designs have garnered more than 150 awards, and his work is in the permanent collections of museums, including the Musée Nationale d'Art Moderne/Centre Pompidou, the MOMA, the Munich Museum of Applied Arts and the Chicago Art Institute.

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