

JAWBONE LAUNCHES UP2 - THE ELEGANT SUCCESSOR TO UP24

San Francisco – April 15, 2015 – [Jawbone®](#) today launched [UP2™](#) – the successor to the UP24™ activity tracker – with an all-new industrial design that's 45% smaller than its predecessor.

The UP2 wristband offers the same stylish, new design as UP3™, but with an even smaller form factor. Retailing at \$99, the tracker connects to Jawbone's industry-leading UP app and its powerful behavior change tools, providing the ideal entry point for anyone starting their fitness-tracking journey.

"With UP3 now shipping to pre-order customers, we are excited to announce UP2 as the stylish successor to UP24," said Travis Bogard, vice president of product management and strategy at Jawbone. "And at just \$99 we believe it is a best-in-class wearable appealing to the largest sector of the market."

Reengineered, Ounce for Ounce

Designed by Yves Behar, the UP2 tracker fits discreetly into your life for continuous 24/7 wear. It features an incredibly low profile and stylish design with an anodized aluminum framework that gives it an elegant look and feel.

The tracker's gentle vibrating motor can be set to wake you up at the most optimal point in your natural sleep cycle, or remind you to get up and move when you've been inactive for a certain amount of time. Use UP2 to set custom reminders that gently buzz you on the wrist when you want to remember to go to bed, workout, or take a daily pill.

UP2 connects wirelessly to your smartphone via Bluetooth® Smart to give you real-time progress reports so you can stay on track. The wristband features a rechargeable lithium ion battery that lasts up to seven days on a single charge, and a shower- and splash-resistant design for continuous 24/7 wear. Like all Jawbone products, the tracker will get better over time with new features delivered through free firmware and app updates, ensuring it stays current as the best fitness tracker in its class.

Powered by Smart Coach

Jawbone's industry-leading UP app pairs with the UP2 tracker to bring you Smart Coach, an intelligent system that learns your habits, and gives you personalized guidance and feedback to help you reach your goals.

As Smart Coach gets to know you, it provides actionable insights and achievable challenges tailored to improve your sleep, diet and activity. For example, if Smart Coach finds that an earlier bedtime means you typically get more steps the next day, it might suggest a bedtime "Today I Will" to prompt you to

set a bedtime reminder, or the Smart Alarm to help you wake up feeling refreshed. With Smart Coach by your side, overcoming obstacles, creating new habits and committing to goals is that much easier.

With the robust open, UP platform, you can connect to anyone in the UP system for added motivation, regardless of whether they use Jawbone's advanced UP3 tracker, the entry-level UP MOVE™ tracker, or simply the free UP app for smartphones and wearables. You can also tap into the highly personalized experiences, integrated devices and specialty coaching services offered in the UP app Gallery to help you zero in on what's important to you, including weight loss, sleep quality, smart home integrations and more.

The launch of the UP2 tracker coincides with the unveiling of the new UP4™ tracker, joining UP MOVE and UP3 to become one of the most advanced portfolios of activity trackers on the market.

Available April 15

The UP2 tracker by Jawbone is available in Black Diamond for \$99.99 on Jawbone.com, BestBuy.com and Amazon beginning today, with Light Grey Hex and additional colors coming soon. Black Diamond will also be available for purchase at Best Buy stores nationwide starting April 19th with additional retail availability coming soon. It will be available internationally later this year.

About Jawbone®

Jawbone® is a world-leader in consumer technology and wearable devices, building hardware products and software platforms powered by data science. Jawbone's UP® system helps people live better by providing personalized insights into how they sleep, move and eat.

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