

Jawbone Bluetooth Headset Honored as One of PC World's 100 Best Products of 2007

SAN FRANCISCO, CA – May 22, 2007 - Aliph, a leading developer of mobile audio products that deliver the best user experience in any environment, today announced that its Jawbone® Bluetooth headset with Noise Shield was selected by PC World as one of the 100 Best Products of 2007. The article is available now on PCWorld.com, and will also be featured in the July 2007 issue of PC World, which hits newsstands June 12.

Jawbone is a new type of Bluetooth headset from Aliph that integrates the latest innovations in acoustics, audio processing and product design to provide users with exceptional incoming and outgoing voice clarity. Using an advanced, military-grade noise-canceling system called Noise Shield that virtually eliminates all background noise, Jawbone continuously adapts to users' changing environments to deliver uninterrupted and clearer conversations even in the most extreme conditions. Jawbone's acoustic performance is further enhanced by an award-winning ergonomic design by internationally acclaimed product designer Yves Behar, making Jawbone the first Bluetooth headset consumers want to wear.

"We are honored to receive this award and remain dedicated to delivering the best communications experience to consumers," said Hosain Rahman, Aliph's CEO and founder.

The respected 100 Best Products Awards honor products that meld practical features with innovation and reflect the rapidly changing technology marketplaces. To select the winners, PC World's editors examined hundreds of products, including those that have appeared in the magazine over the past 12 months. The 100 winning products and services were selected for their exemplary design and usability, features, performance, and innovation.

"Products that win PC World's 100 Best Products of 2007 Awards set the standard for excellence in the IT and consumer electronics industries," stated Harry McCracken, vice-president/editor in chief of PC World.

"From notebooks and security software to MP3 players and smartphones, the editors reward the most outstanding performers in this annual awards program. Congratulations to Aliph's Jawbone Bluetooth Headset."

In addition to being honored by PC World, the Jawbone is CNET's highest rated Bluetooth headset ever and a fixture on CNET's Top 5 Most Wanted Products list as well as the recipient of Engadget's "Most Wearable Device of 2006" Editor's Choice Award. Other awards for Jawbone include an International CES Innovations Design and Engineering Award and an iF Product Design Award. The product is currently on display at the San Francisco Museum of Modern Art.

About Aliph

Headquartered in San Francisco, Aliph is a leading developer of mobile audio products that deliver the best user experience in any environment. The company was founded in 1999 by Alexander Asseily and Hosain Rahman, who met as Stanford undergrads and shared a belief that creating a noise-free environment was critical to improve mobile communications and a vital step towards voice being the dominant interface for mobile devices. Since 2002, Aliph's technology has been optimized for DARPA to maximize communications clarity in the most hostile conditions. The award-winning Jawbone Bluetooth headset with Noise Shield was introduced in December 2006 at <http://www.jawbone.com> and at AT&T retail stores

nationwide where it immediately became the best selling Bluetooth headset. For more information and to demo the Jawbone Bluetooth headset with Noise Shield, go to <http://www.jawbone.com>.