

JAWBONE® ANNOUNCES COLLABORATION WITH THE WORLD ECONOMIC FORUM FOR THE DAVOS HEALTH CHALLENGE

Inspired by The Forum's focus on addressing global health challenges, Jawbone to support delegates with UP® bands to raise awareness of smart behaviors around movement, sleep and food

DAVOS – 21st January 2014 – [Jawbone®](#), a global leader and innovator in smart audio devices and wearable technology, today announced a collaboration with the World Economic Forum. Jawbone is supporting delegates of the 44th [Annual Meeting](#) taking place 22 to 25 January in Davos-Klosters, Switzerland, with its revolutionary wristband and app system, Jawbone UP®. Delegates can join the Davos Health Challenge and move towards better health by using UP by Jawbone to track their activity and sleep.

“Jawbone’s aim is to give people everywhere a tool to lead healthier lifestyles and achieve their goals, and we’re thrilled that the World Economic Forum is putting such focus on the big health challenges facing the world,” said Travis Bogard, vice president of product management and strategy at Jawbone. “We’re proud that The Forum will be using UP as a tool to help people learn about themselves, and ultimately, live better.”

The health challenges of the 21st century will be a main focus of this year’s Forum, who approached Jawbone to help it explore the latest wearable technologies and health empowerment tools. Together, Jawbone and The Forum aim to inspire participants from more than 100 countries and highlight technology’s crucial role in helping to achieve and maintain a healthy lifestyle.

The World Economic Forum will launch the Davos Health Challenge this week. The Health Challenge will encourage participants towards physical activity, sleep and overall well being through wearing UP24™ and UP bands, which will help them understand their behavior patterns and make smarter choices.

“Health is a cornerstone of the Annual Meeting 2014, and the Davos Health Challenge encourages its 2,500 participants towards making healthy choices for food, drink and physical activity. We are delighted that Jawbone, a Global Growth Company Partner of the Forum, is supporting our efforts with the latest wearable health empowerment technologies so the Davos Health Challenge can inspire people to change behavior towards a healthier lifestyle,” said Eva Jané-Llopis, Director of Health Programmes at the World Economic Forum.

Note to Editors:

[UP by Jawbone](#) is a revolutionary wristband and app system that helps you learn things about yourself and live better. UP fits effortlessly into the way you live to help you understand how you sleep, move, eat and feel, and how those factors affect one another. It delivers useful and engaging information through a smartphone application that generates personalized insights to help you make meaning of the data and achieve your goals. It’s available in 28 countries.

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® family of wireless speakers, the award-winning Jawbone ERA® and ICON™ Bluetooth® headsets, and NoiseAssassin® technology. Jawbone’s approach to lifestyle tracking is unique, with over 430 patents filed related to Jawbone’s lifestyle tracking ecosystem and its wearable technology manufacturing processes. Jawbone is privately held and headquartered in San Francisco.

Jawbone®, UP®, and UP24™ 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)