

## **Jawbone Hires Mindy Mount as President**

**SAN FRANCISCO – May 23, 2013** – [Jawbone](#), a leader and innovator in products and services for the way we live, today announced the appointment of Mindy Mount as president of the company. Mindy comes to Jawbone from Microsoft where she held several roles including corporate vice president and chief financial officer of the Online Services Division, which includes Bing, MSN and Microsoft Advertising; and corporate vice president of operations and finance and chief financial officer of the Entertainment and Device Division, which included Xbox and windows phone. During her seven year tenure at Microsoft, Mindy is credited with driving improved operating results and building organizational capability in these global, rapidly growing businesses.

“Mindy’s extensive expertise in scaling companies, driving smart growth, and strategic business development for consumer devices and services is highly valued as we enter new categories, and expand into new markets in very big ways,” said Hosain Rahman, CEO of Jawbone. “This is a very exciting time in Jawbone’s history and we are thrilled to be adding a proven talent like Mindy, who shares our vision of creating products and experiences that people around the world love, and can’t live without.”

Prior to joining Microsoft, Mindy worked in London as the executive vice president and co-managing director of AOL UK. While at AOL UK she was responsible for advertising, programming, strategy, business development and finance. Prior to AOL UK, Mindy was the vice president of corporate strategy and development at Time Warner where she was responsible for corporate strategy, business planning, and mergers and acquisitions.

“I am excited to be joining Jawbone as the company continues to develop new markets with products that are unparalleled in quality, design, and experience,” said Mount. “Jawbone has established itself as a leader through its singular focus on building innovative products for today and tomorrow. I look forward to joining the team and helping bring Jawbone innovations to global markets.”

Mindy received an MBA from the Harvard Graduate School of Business and a BBA from the University of Wisconsin-Madison. Mindy is on the board of directors for the University of Wisconsin Foundation and serves as an advisor to students in the University of Wisconsin-Madison Business School’s Applied Corporate Finance program. She also serves on the alumni advisory board for the Women’s Student Association at Harvard Business School.

### **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.

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