

Verizon Wireless and Aliph Pair Up to Offer the Jawbone® Bluetooth Headset for the Ultimate in Call Clarity

SAN FRANCISCO, CA – November 29, 2007 - Aliph, the established market leader in noise eliminating Bluetooth headsets, today announced that Aliph's award-winning Jawbone Bluetooth headset is now available in over 2300 Verizon Communications Stores and on www.verizonwireless.com. With Jawbone, Verizon Wireless customers have the most advanced Bluetooth headset on the market for the best call experience on the nation's most reliable voice and data network.

Jawbone revolutionizes incoming and outgoing voice clarity with Noise Shield, a military-grade technology that eliminates background noise. Jawbone also improves sound quality by seamlessly analyzing and adjusting microphone and earpiece performance throughout the call.

About Aliph

Aliph makes personal technology comfortable, usable and beautiful. The flagship product, the award winning Jawbone Bluetooth Headset with Noise Shield technology set a new standard for mobile voice quality. Unmatched in the industry, Aliph's Noise Shield technology was originally perfected with DARPA for battlefield applications. It eliminates background noise and delivers unparalleled call clarity in all environments. Since its launch in December 2006, the Jawbone headset has been widely recognized as the best Bluetooth headset in the marketplace and is a top seller at Apple, AT&T, Best Buy, Verizon and Carphone Warehouse retail stores.

The company was founded by Alexander Asseily and Hosain Rahman, who met as Stanford undergrads and shared a belief that better user experiences around voice and device usability were critical to improving mobile communications.

Aliph is a privately-held company headquartered in San Francisco and funded by Khosla Ventures and Sequoia Capital. For more information and a demo go to <http://www.jawbone.com>.