

Aliph Introduces Jawbone PRIME™ Bluetooth® Headset with EARCANDY™ Colors, Delivering up to Nine Decibels of Improvement in Noise Suppression

SAN FRANCISCO, CA – April 23, 2009 - Aliph, the leader in mobile audio, today introduced Jawbone PRIME with EARCANDY colors. Jawbone PRIME brings consumers even better audio quality, improved comfort and fresh, fun color choices. This release continues Aliph's tradition of marrying technology and design to deliver the best Bluetooth headset on the market. Jawbone PRIME and its EARCANDY colors are available today for pre-order at www.jawbone.com and will be sold in retail stores nationally starting May 2, 2009.

"We watched our customers closely and saw how they struggled to be heard in extreme noise environments. So, we focused our engineering team to go deeper on the tough problems like crying babies, pounding jackhammers, beeping elevators and the like," said Hosain Rahman, Aliph's CEO and co-founder. "As a result, we are excited to announce Jawbone PRIME, with orders of magnitude better noise suppression, so our customers can continue their conversations wherever they happen to be."

NoiseAssassin 2.0 Sets New Audio Standard

With Jawbone PRIME, Aliph has once again obsoleted itself with the latest in NoiseAssassin technology which delivers better noise elimination performance, an integrated digital approach to wind reduction, and a fail-safe solution if the Voice Activity Sensor (VAS) does not touch the user's face.

Jawbone PRIME has even better background noise elimination than the previous generations. NoiseAssassin 2.0 delivers an order of magnitude improvement in the noisiest environments (6 to 9dB) extracting even more noise while keeping the user's voice natural.

Acoustic Voice Activity Detector (AVAD) provides a fail-safe mechanism when the Voice Activity Sensor (VAS) does not touch the user's face. If the VAS is not touching the face, Jawbone PRIME performs as good as or better than any other noise cancelling headset. When the VAS touches the face, the user experiences a turbo-boost to the NoiseAssassin performance.

Jawbone PRIME also includes Multipoint functionality and can be simultaneously connected to two Bluetooth enabled devices.

Jawbone PRIME Works Beautifully in Wind

Aliph's world-class engineers are heavily focused on solving wind for users in every day usage scenarios by leveraging the physical advantages of the proprietary sensor coupled with new Digital Signal Processing (DSP) algorithms. Jawbone PRIME handles wind up to 10 mph so users can have intelligible conversations while maintaining the natural sound of the user's voice. This innovation represents a critical step towards solving wind interference which has historically been a physical problem that has plagued the industry.

New Fit Options Customized for Every Ear

Every ear is unique, like a fingerprint. Jawbone PRIME introduces a wide array of customization options, enabling the user to find the most comfortable fit. With three round

Earbuds, three New Fit Earbuds and an optional earloop, the user can identify what works best for the individual ear. For the majority of users, the New Fit Earbuds render the earloop completely unnecessary.

Fresh and Attractive EARWEAR® Brings Spring to Bluetooth Headsets

By combining fashion and youthful exuberance with unparalleled noise elimination, EARCANDY will bring new users into the category by inspiring them to buy their first Bluetooth headset. The vivid range of EARCANDY hues reflect the Spring 2009 fashion trends in which bright colors are made approachable and wearable, resonating with women and younger users who care about products that fit into their lifestyle.

“EARCANDY is our summer color burst, to bring self-expression and a smile to our line-up,” says designer Yves Behar. “The four colors represent great skin-tone complements and contrast, as well as personal style one cannot resist, this reinforces the basic notion that anything that the consumer wears makes a statement, and it should be designed as such...this is what we call EARCANDY.”

EARCANDY builds on Aliph’s design leadership. Jawbone is part of the collection at several prominent museums, including The Museum of Modern Art, New York.

Availability and Pricing

Prior to launch, consumers can pre-order Jawbone PRIME for \$129.99 on www.jawbone.com. Starting May 2, 2009, Jawbone PRIME will be available for purchase at the Apple Store, AT&T, Best Buy Mobile and Verizon Wireless stores nationwide. Jawbone PRIME is also available internationally in the UK, France, Germany, Greece, Norway and Canada.

Jawbone PRIME Specifications

Price: \$129.99 USD

Talk Time: Up to 4.5 hours

Standby Time: More than 8 days

Range: At least 33 feet (10 meters)

Charge: 80% charge in 35 minutes, 100% charge in < 1 hour

Weight: ~10 grams with Earbuds

~ 9 grams without Earbuds

Colors: matte black Blah Blah Black, satin brown Coffee Talk and platinum Going Platinum for Jawbone PRIME. EARCANDY comes in four colors: red Frankly SCARLET, yellow ‘YELLO!, green Drop Me A LIME and purple LILAC You Mean It

Supports Multipoint: Pairs with up to 8 devices, 2 simultaneous connections

Supports Bluetooth®: 1.1, 1.2, 2.0, 2.1 + EDR

About Aliph

Aliph makes personal technology comfortable, usable and beautiful for mobile consumers. The company's flagship product, the award winning Jawbone Bluetooth headset with NoiseAssassin™ technology, set a new standard for mobile voice quality. Unmatched in the industry, Aliph's NoiseAssassin technology was originally perfected with DARPA for battlefield applications, eliminating background noise and delivering unparalleled call clarity in even the noisiest environments.

Since its launch in December 2006, the Jawbone has been widely recognized as the best Bluetooth headset in the marketplace. It is a top seller at AT&T, Best Buy Mobile, Sprint, T-Mobile and Verizon Wireless stores nationwide and online at www.jawbone.com. Jawbone is also available internationally in the UK, France, Germany, Norway and Canada.

The company was co-founded by Alexander Asseily and Hosain Rahman, who met as Stanford undergraduates, and shared the belief that they could improve the way we use mobile phones in our everyday lives to make the experience truly 'mobile' by focusing on voice communications.

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