

## **BEST-SELLING JAMBOX™ BY JAWBONE® SPEAKER IS NOW COMPLETELY CUSTOMIZABLE - INSIDE AND OUT**

*A New Experience on Jawbone.com Lets Consumers Redesign the Iconic JAMBOX  
in Custom Colors*

**SAN FRANCISCO - Aug. 21, 2012** - [Jawbone®](#), a leader and innovator in smart audio devices and wearable technology, today announced a spirited update to its #1 best-selling wireless speaker and speakerphone: now [JAMBOX™](#) is available in more than 100 new custom color combinations.

For the first time, consumers can design their own JAMBOX by choosing from a selection of 13 grill and nine cap colors on Jawbone.com. The new experience lets people mix and match over 100 different color combinations to compare and buy their favorite designs.

“This is an exciting update for JAMBOX. We’re taking its iconic design and allowing our customers to use it as a canvas for personal expression,” said Travis Bogard, vice president of product management and strategy at Jawbone. “Our fans have been extremely passionate about the limited edition JAMBOX designs we’ve released to date, and this extended color palette gives our customers even more ways to share their music – and sense of style – with a JAMBOX of their own creation.”

### **Choose Your Colors**

The custom JAMBOX experience on Jawbone.com brings dozens of vibrant new color combinations to JAMBOX, allowing people to match the colors of their favorite sports teams, school colors, home décor or express their individual sense of style. Visitors can save up to six custom JAMBOX designs on the site and quickly toggle through and compare favorite color combinations. Built-in social buttons for Facebook, Twitter, Pinterest, Google+ and email let users share designs with friends without ever leaving the page.

### **Customizable Inside and Out**

In addition to delivering powerful sound and incredible audio quality, JAMBOX is also the world’s first SmartSpeaker™. It’s completely updatable via Jawbone’s industry-first [MyTALK™](#) platform, where users can personalize it with AudioApps, new features and customized functionality.

Now, the 13 grill and nine cap colors bring a new level of customization to JAMBOX. Its striking design, updatable software, simple user-interface and powerful sound seamlessly integrate into a beautiful, ultra-portable package that consumers can now make their own.

## **Pricing & Availability**

Beginning August 28, the new custom JAMBOX designs will be available on [Jawbone.com](http://Jawbone.com) for \$199 USD.

## **About Jawbone**

For more than a decade, Jawbone has developed human-centered wearable technology and audio devices unparalleled in their technical innovation, ease-of-use and sophistication of design. A 2010 IDSA Design of the Decade winner, the company is the creator of the award-winning and best-selling Jawbone ERA and ICON Bluetooth® headsets; NoiseAssassin® technology, the world's first and only military-grade noise-eliminating technology; and the JAMBOX wireless speaker and speakerphone. Jawbone is privately held and headquartered in San Francisco.

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