

## JAWBONE EXTENDS CUSTOM COLORS TO BIG JAMBOX

*The Most Popular Way to Buy a JAMBOX on Jawbone.com, Now Available for BIG JAMBOX*

**SAN FRANCISCO - May 15, 2013 -** [Jawbone](#)<sup>®</sup> today announced more than 100 new custom color combinations for [BIG JAMBOX](#)<sup>®</sup>, the powerful wireless speaker and speakerphone that lets you enjoy all your entertainment - music, movies, games and phone calls - wherever you are, from any smartphone, tablet or mobile device.

By popular demand, consumers can now design their own BIG JAMBOX by choosing from a selection of nine grill and 13 cap colors on Jawbone.com. In addition to creating dozens of new color combinations for the iconic BIG JAMBOX, the new shopping experience brings several never-before-seen colors to BIG JAMBOX like Purple, Dark Green, and Crimson Red.

“Our customers love having the ability to create their own JAMBOX<sup>®</sup> to match their personal style. It’s by far the most popular way to buy a JAMBOX on Jawbone.com, and we’re thrilled to bring that selection to BIG JAMBOX,” said Travis Bogard, vice president of product management and strategy at Jawbone. “Custom colors are just another example of how Jawbone is dedicated to creating products that are designed for everyday life. Now, BIG JAMBOX can reflect what’s important to you - whether it’s your fashion sense, favorite sports team, or home décor.”

### Customizable Inside and Out

Starting today, every Jawbone speaker - JAMBOX and BIG JAMBOX - is completely customizable, inside and out. Not only can BIG JAMBOX be personalized with apps and new features via Jawbone’s industry-first [MyTALK](#)<sup>®</sup> platform, users can also download the free 2.0 software update for BIG JAMBOX, which brings two additional hours of battery life and fewer dropouts and interruptions at greater distances when streaming from iOS 6.1.

The nine grill and 13 cap colors bring a new level of customization to BIG JAMBOX and add a colorful twist to its striking core industrial design. Now, you can enjoy incredible sound quality across all media types and genres in a style that reflects your own taste and personal lifestyle.

### Pricing & Availability

BIG JAMBOX is available in custom color combinations starting today for \$299.99 on [Jawbone.com](#).

### 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<sup>®</sup> and ICON<sup>™</sup> Bluetooth<sup>®</sup> 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.

Jawbone<sup>®</sup>, UP<sup>®</sup>, Jambox<sup>®</sup>, Big Jambox<sup>®</sup>, Jawbone ERA<sup>®</sup>, ICON<sup>™</sup>, MyTALK<sup>®</sup> and NoiseAssassin<sup>®</sup> are trademarks owned by AliphCom dba Jawbone. Other company and product names may be trademarks of their respective owners.

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