

Aliph Introduces Music, Podcasts, Driving Directions and More via Streaming Audio

Jawbone ICON users can instantly access new functionality via Jawbone MyTALK

SAN FRANCISCO, CA – April 27, 2010 – Aliph™ -- maker of the market-leading Jawbone® Bluetooth headset and inventor of NoiseAssassin®, the world's first and only military-grade noise-eliminating technology -- today announced that Jawbone ICON users can now listen to music, podcasts, sports scores and more. Powered by A2DP technology, this new capability lets users listen to a broad range of audio files in hands-free fashion. Any audio available on their cell phone can now be streamed into the user's ear via the Bluetooth connection to Jawbone ICON.

New hands-free, wire-free mobile lifestyle includes rich set of audio choices

Users can listen to podcasts or music while running errands throughout the day. They can receive turn-by-turn driving directions whispered into their ear while navigating the streets with both eyes on the road and both hands on the wheel. Users can even discreetly listen to the live play-by-play of a big sporting event while working at a desk. The addition of streaming audio allows Jawbone ICON users to be more productive and connected, all while remaining hands-free and discreet.

An industry first: Jawbone MyTALK makes new functionality instantly available

Existing Jawbone ICON customers can visit the "Innovations" section of MyTALK at mytalk.jawbone.com and add this feature to their headset at no cost.

"Customers said they wished their Jawbone ICON could both be used for phone calls and for listening to music, eliminating the need for wires. We responded, and now with the MyTALK platform, we are able to satisfy their desire immediately. This is just one example of how Jawbone MyTALK breathes life into Jawbone ICON and lets our users get access to the latest functionality in seconds and with just a few mouse clicks," said Hosain Rahman, Aliph's CEO.

Jawbone ICON is available for \$99 at major cellular carriers and electronics retailers. The new streaming audio functionality is free of charge.

About Jawbone ICON and MyTALK

Jawbone ICON is the world's most intelligent Bluetooth headset. With the best noise elimination on the market, Jawbone ICON also provides the first and only integrated application platform. Users can go to mytalk.jawbone.com to explore the all-new Jawbone MyTALK and to download apps that allow them to use their voice to send text messages, check their email, and tweet— all from their Jawbone ICON.

About Aliph

Aliph is committed to creating personal technology products that deliver an unsurpassed user experience. The company's flagship product, the award-winning Jawbone Bluetooth headset, first disrupted the industry in 2006 with its military-grade NoiseAssassin technology and instantly became recognized as the best Bluetooth headset available. In 2010, Jawbone ICON becomes the company's most innovative Jawbone yet; introducing unmatched ease of use, personalization, sound quality and design into the consumer marketplace.

Co-founded by Alexander Asseily and Hosain Rahman, Aliph is a privately-held company headquartered in San Francisco.

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