

Yahoo CEO Marissa Mayer and Warner Music Group COO Robert Wiesenthal Joining Jawbone's Board of Directors

SAN FRANCISCO - May 1, 2013 - Jawbone today announced that Marissa Mayer, chief executive officer of Yahoo!, has joined Jawbone's board of directors and Robert Wiesenthal, Chief Operating Officer/Corporate of Warner Music Group, will be joining Jawbone's board.

"We are entering a very exciting time in Jawbone's evolution and are thrilled to be adding such talented and highly experienced executives to our board," said Hosain Rahman, chief executive officer for Jawbone. "Marissa knows what it takes to scale a company from a few people to Fortune 500-sized and she brings exceptional software and services experience in consumer applications. Rob brings world-class expertise in the intersection of consumer electronics, digital services, media and content. He also brings a strong strategic financial sense to the company, having led multiple multi-billion dollar deals throughout his career. Most importantly, we are adding executives that will help us achieve our vision to create category-defining experiences, and ship great products."

"Jawbone brings together groundbreaking technology and beautiful design to help people live better," Marissa Mayer, CEO for Yahoo! "I'm really looking forward to working with Hosain and the entire Jawbone team as they continue to build innovative new products and user experiences and scale the company for the future."

"I am pleased to be joining Jawbone's board at such a transformative time for both media and technology," said Robert Wiesenthal, COO of Warner Music Group. "Jawbone is creating intuitive, well-designed products and leading the development of the global market in wearable devices. I look forward to helping Jawbone strategically evolve and grow."

Marissa joined Yahoo! as CEO, President and Director in July 2012. Prior to Yahoo!, she spent 13 years at Google, where she held numerous positions, including engineer, designer, product manager, and executive. As VP of Search Products and User Experience, she played an instrumental role in Google search and led the development of some of Google's most successful services including image, book and product search, toolbar, and iGoogle. She also defined such pivotal products as Google News and Gmail. She is listed as an inventor on several patents in artificial intelligence and interface design. She most recently was VP of Maps, Local, and Location Services overseeing all products with geographic components including Google Maps, Google+ Local, Google Earth, Streetview, and more.

Marissa graduated from Stanford University with a B.S. in Symbolic Systems and a M.S. in Computer Science. For both degrees, she specialized in artificial intelligence. Marissa serves on the board of directors of Walmart Stores, Inc. and is also on the board of various non-profits, including the San Francisco Museum of Modern Art, the San Francisco Ballet, and the New York City Ballet.

Robert joined Warner Music Group as COO/Corporate in January of 2013. Prior to Warner Music Group he was Executive Vice President and Chief Financial Officer at Sony Corporation of America, parent company of Sony Music Entertainment and Sony Pictures Entertainment, where he oversaw all financial aspects of the company. In addition to his role as EVP and CFO, he served as Group Executive at Sony Corporation, Head of Corporate Development and M&A. He was a member of Sony Pictures Entertainment's Operating Committee and was on the Boards of Directors of Sony Music Entertainment and Sony Ericsson Mobile Communications.

Prior to his time at Sony Corporation, Robert headed entertainment and digital media efforts for Credit Suisse First Boston. Wiesenthal graduated from the University of Rochester, receiving a B.A. degree cum laude in Political Science in 1988

Jawbone is dedicated to building products and services that fit the way we live. Jawbone is privately held and headquartered in San Francisco.

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 UP®, the best-selling JAMBOX® and BIG JAMBOX® wireless speakers, the award-winning Jawbone ERA® and ICON™ Bluetooth® 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.

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