

Aliph Expands Executive Management Team with Consumer Electronics Industry Veterans

Rob Levine, Senior Vice President Global Sales and Market Operations and Michael Tamaru, Chief Financial Officer Join Maker of Industry-Leading Jawbone Bluetooth® Headset, Focus on Growth

SAN FRANCISCO, CA – June 3, 2009 - Aliph, the leader in mobile audio, today announced two additions to the company's executive management team. Rob Levine has been named Aliph's new Senior Vice President Global Sales and Market Operations, having most recently acted as General Manager, North American Retail and Consumer Channels Business for Dell. Michael Tamaru, formerly of Magellan Navigation and Cisco Systems, has also joined Aliph as Chief Financial Officer.

"Rob and Michael bring a tremendous infusion of experienced leadership to the Aliph management team," said Hosain Rahman, Aliph's CEO and co-founder. "We are continuing to structure Aliph to be as smart and efficient for growth as possible so we can better serve customers while innovating in the marketplace."

As Senior Vice President Global Sales and Market Operations, Rob Levine is responsible for growing Aliph's sales and distribution channels to bring the award-winning Jawbone Bluetooth headset to a broader set of consumers. Levine previously oversaw the North American retail and consumer channels business for Dell as General Manager, where he was instrumental in launching Dell into retail. Prior to Dell, Levine served as Vice President and General Manager, Global Companion Products at Motorola Corporation.

In his role as Chief Financial Officer, Tamaru will oversee all financial and operational aspects of Aliph's business. Most recently, Tamaru led the finance team for consumer electronics global positioning system leader, Magellan Navigation and previously acted as director of finance for the Linksys subsidiary of Cisco Systems. While at Linksys, Tamaru managed a tripling of revenue over three years.

Further to these hiring efforts and to increase business efficiency, Aliph has additionally realigned the organization, eliminating some redundant positions while expanding hiring in targeted new areas for growth. **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>.