

Award-winning Jawbone® Bluetooth Headset Now Available in the UK at over 750 Carphone Warehouse Stores

SAN FRANCISCO, CA – August 6, 2007 - Aliph, a leading developer of mobile audio products that deliver the best user experience in any environment, today announced that its Jawbone Bluetooth headset is going international. Jawbone is available in UK starting today for £79.99 through an exclusive retail partnership with The Carphone Warehouse.

Jawbone is a groundbreaking Bluetooth headset that integrates an advanced, military-grade noise cancelling system called Noise Shield that enables clear conversations even in the most extreme environments. Jawbone eliminates background noise, improves sound quality and seamlessly adjusts microphone and earpiece volume throughout the call. Its superior technology combined with premium design have earned Jawbone recognition as CNET's "highest rated Bluetooth headset ever," one of PC World's "100 Best Products of 2007," and Engadget's "wearable device of the year," in addition to recent Spark and IDEA international design awards.

The Carphone Warehouse is Europe's leading independent retailer of mobile phones and services, with over 2,000 stores in 11 countries and 784 in the UK. The Carphone Warehouse has built up a significant Telecoms business that contributes to 50% of the group's revenue and is a major driver of future profitable growth.

"We're thrilled to bring the Jawbone headset to the UK with The Carphone Warehouse" said Alexander Asseily, Aliph co-founder and head of European operations. "The demand for better Bluetooth headsets is here and by partnering with one of Europe's most innovative mobile products retailers we're able to bring Jawbone's ground breaking technology and design to a sophisticated and demanding market."

"We've watched Jawbone launch off the charts in the US with leading retailers," said Charlotte Alberry, Head of Mobile Entertainment and Accessories at Carphone Warehouse. "We're thrilled to have the exclusive on this best-in-class headset and what is arguably the hottest mobile companion product to launch this year."

About Aliph

Headquartered in San Francisco, Aliph is a leading developer of mobile audio products that deliver the best user experience in any environment. The company was founded in 1999 by Alexander Asseily and Hosain Rahman, who met as Stanford undergrads and shared a belief that creating a noise-free environment was critical to improve mobile communications and a vital step towards voice being the dominant interface for mobile devices. Since 2002, Aliph's technology has been optimized for DARPA to maximize communications clarity in the most hostile conditions. The award-winning Jawbone Bluetooth headset with Noise Shield was introduced in December 2006 at www.jawbone.com and at AT&T retail stores nationwide where it immediately became the best selling Bluetooth headset. In the US, Jawbone is available at Apple stores, Apple.com Best Buy, AT&T stores and Jawbone.com. For more information and to demo the Jawbone Bluetooth headset with Noise Shield, go to www.jawbone.com.