

The New Jawbone Now Available at the Apple Store

Award-Winning Headset Met with Critical Accolades, Perfect for Drivers Looking for a Hands-Free Solution

SAN FRANCISCO, CA – August 27, 2008 - Aliph, the established market leader in noise eliminating Bluetooth® headsets, today announced that the new Jawbone, introduced in May and met with enormous success and rave product reviews, is now available in the Apple Store retail locations nationwide. Most recently, the company has run a successful online campaign tied to the hands-free legislation passed in California, offering a \$20 discount on the new Jawbone to people who have received a ticket. Since the cell phone law took effect, the highway patrol has ticketed more than 7,000 drivers statewide.

The Best Hands-Free Solution

Legislation mandating hands-free solutions for people who want to use their wireless phones while driving is now in effect in five states and the District of Columbia. The new Jawbone combines unparalleled form and function, widely available just in time to appeal to a broad and growing consumer audience.

Consumer and industry response to the new Jawbone since its introduction this spring has been overwhelmingly positive. Recent accolades include:

CNET Editors' Choice

The new Jawbone received the coveted CNET Editors' Choice award. The award recognizes outstanding consumer electronics that represent the best available choice for quality, performance, design, service, and value. Its logo is a mark of excellence -- denoting the best possible investment for consumers.

PC Magazine Editors' Choice

The new Jawbone was also awarded the coveted PC Magazine Editors' Choice Award and 4 Stars Rating. The awards are selected by a panel of PC Magazine editors, and leading industry experts.

"We are thrilled that the industry and consumers alike have embraced the new Jawbone," said Founder and CEO Hosain Rahman. "We're humbled by the incredible response and want to thank fans of the Jawbone for their continuing support."

Now Available at The Apple Store, Best Buy Mobile, Sprint, T-Mobile, and Verizon Wireless stores.

Demand for the new Jawbone and its military-grade NoiseAssassin technology, which is unmatched in its ability to address real-world noise environments like busy streets, and cars and airports, has been tremendous. The Jawbone is sold at the Apple Store, AT&T, Best Buy Mobile, Sprint, T-Mobile and Verizon Wireless, stores nationwide, and at www.jawbone.com for \$129.99.

The New Jawbone

Compatible with all Bluetooth-enabled phones, the new Jawbone supports more than four hours of talk time and eight days of standby time. Featuring a new fast-charge battery that charges up to 80% of capacity in just over half an hour, the new Jawbone can be charged

with the included USB cable on a computer, or with the wall-charger.

Jawbone's NoiseAssassin technology literally feels your speech with its patented Voice Activity Sensor (VAS). The Jawbone headset uses the VAS to distinguish the sound of your voice from ambient noise with incredible accuracy and then uses proprietary Digital Signal Processing (DSP) algorithms to subtract the noise so only the sound of your voice comes through.

The new Jawbone is designed to look and feel like an accessory along the lines of jewelry and eyewear. Made with premium materials, including medical grade plastic with better cosmetic and health performance, the expressive aesthetic confers a premium visual and ergonomic experience.

About Aliph

Aliph makes personal technology comfortable, usable and beautiful. 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 for DARPA for battlefield applications, eliminating background noise and delivering unparalleled call clarity in all environments. Since its launch in December 2006, the Jawbone headset has been widely recognized as the best Bluetooth headset in the marketplace.

The company was founded by Alexander Asseily and Hosain Rahman, who met as Stanford undergrads, sharing a belief that better user experiences around voice and device usability are critical to improving mobile communications.

Aliph is a privately-held company headquartered in San Francisco and funded by Khosla Ventures and Sequoia Capital. For more information and a demo go to <http://www.jawbone.com>.