

Geek Squad Hits the Streets with Jawbone® Bluetooth Headsets to Improve Safety and Productivity

SAN FRANCISCO, CA – October 9, 2007 - October 9, 2007 - Aliph, a leading developer of mobile audio products, today announced that its award-winning Jawbone® Bluetooth headset (www.jawbone.com) was added to the official Geek Squad Double Agent field uniform to encourage safe driving and increase productivity in the field.

The Jawbone headset is a new type of Bluetooth headset revolutionizing incoming and outgoing voice clarity with Noise Shield, a military-grade technology that eliminates background noise. The Jawbone headset also improves sound quality by seamlessly analyzing and adjusting microphone and earpiece performance throughout the call.

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.

Rated CNET's #1 Bluetooth headset, the Jawbone headset is now available at U.S. Best Buy stores and online at www.bestbuy.com.

"Geek Squad is a 24 Hour Computer Support Task Force of nearly 12,000 agents nationwide who handle computer repair, setups, installs, upgrades, spyware/adware removal, training and consultations. Wearing the Jawbone headset, Geek Squad Double Agents can now stay connected hands-free while driving to their next service call, running a computer diagnosis or installing the latest software. "Jawbone is all about exceptional voice quality on your mobile phone in all environments," said Jonathan Harris, vice president of sales at Aliph. "We now provide Geek Squad with an essential tool to get their job done safely and efficiently."

About Aliph

Aliph makes personal technology comfortable, usable and beautiful. Its flagship product, the award winning Jawbone Bluetooth Headset with Noise Shield technology set a new standard for mobile voice quality. Unmatched in the industry, Aliph's Noise Shield technology was originally perfected with DARPA for battlefield applications. It eliminates background noise and delivers 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 and is a top seller at Apple, AT&T, Best Buy, and Carphone Warehouse retail stores.