

Jawbone Expands on its Best Selling ICON Headset with New EarWear Collection

Award-winning Jawbone ICON introduces striking new designs and expanded features via MyTALK

SAN FRANCISCO, Calif. – October 29, 2010 – Jawbone®, a leader in personal technology and innovator in Bluetooth®, today announced its EarWear® Collection – four meticulously-crafted designer editions that expand the best-selling ICON line of headsets. The EarWear Collection is now available for pre-order on www.Jawbone.com and at select retailers in November.

Distinctive Style for Today's Mobile Lifestyle

The ICON EarWear Collection offers industry-leading intelligence, ease of use, personalization, and sterling sound quality all in striking designs suited to a consumer's unique style. Inspired by and named after fashion textiles – *Cashmere, Denim, Mesh, and Suede* – each EarWear headset has been specially crafted with exacting attention to details.

"The ICON is our most successful product ever because people really *want* to wear it," says Yves Behar, Jawbone's Chief Creative Officer. "The EarWear Collection builds on this ethos, giving consumers an even broader range of colors and textures to accommodate the most discerning tastes. With Jawbone's industry-leading intelligence, the EarWear collection is truly a marriage of innovative form and function."

ICON Gets Even Smarter via MyTALK

The EarWear Collection, along with all Jawbone ICON headsets, can be updated with new apps via the web ensuring that users have the very latest technologies. Just sync ICON directly to the industry-first MyTALK online platform – mytalk.jawbone.com – to update and personalize with apps, upgrades, and the latest software.

And no more hassling with headphones, pausing, or turning down your media to accept phone calls. ICON's innovative Bluetooth technology allows you to seamlessly and discretely stream music directly from your smartphone, iPod or any other A2DP-enabled Bluetooth device. Users can now be fully connected to all their audio and phone calls through the ICON headset, all wirelessly, with a design that is distinctly personal.

The new EarWear Collection is available today for pre-order online at www.jawbone.com for \$99.99. Jawbone ICON is available at major

cellular carriers and electronics retailers and the EarWear Collection will become available in November.

About Jawbone (aka Aliph)

Established in 2006, Jawbone is committed to changing the way people communicate by providing high-quality personal audio through unmatched simplicity, customization and design. Creator of the award-winning Jawbone ICON Bluetooth headset and military-grade NoiseAssassin technology, Jawbone delivers products that continue to breathe new life into its mobile users' lifestyle through ever-changing software and wearability. Privately-held and headquartered in the heart of San Francisco, Jawbone is proud to share its products with more than 20 countries worldwide.

The winner of numerous consumer awards, Jawbone is part of the permanent collection at various museums including New York MOMA.

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For more information, images and product demo, please visit:

www.press.jawbone.com

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