

Jawbone® Bluetooth® Headsets Available In New Colors Exclusively at Best Buy

Award-Winning Jawbone is Not Just a Headset - It's Earwear®

SAN FRANCISCO, CA - October 27, 2008 - Aliph, the established market leader in noise eliminating Bluetooth headsets, has added two new colors to its repertoire - Babbling Blue and Rambling Rosé —available exclusively at Best Buy Mobile this fall.

Babbling Blue and Rambling Rosé will offer the same award-winning features of the new Jawbone headset, which was introduced in May to much industry acclaim. The new colors will join Blah Blah Black, Silver Tongue and Goldy Lips.

“Our customers are as demanding as we are when it comes to aesthetics,” says Hosain Rahman, CEO and co-founder of Aliph. “They wanted more color choices to allow them to integrate the Jawbone headset as seamlessly with their style as they have with their phones.”

The Jawbone headset is designed to look and feel like an accessory, similar to jewelry or eyewear, rather than a clunky piece of geeky technology. Made with premium materials, including medical grade plastic that is anti-bacterial (no blemishes or skin irritation), the Jawbone headset not only looks good but ergonomically fits your face.

“The Jawbone brand is about people expressing their individuality through a unique design,” says renowned industrial designer Yves Béhar, chief designer of the Jawbone headset. “These two additional colors are not found in other headsets, and can make a nice personal gift too.”

The Jawbone Bluetooth headset

The new Jawbone headset's standout features include the NoiseAssassin™ technology and its exceptional design. NoiseAssassin literally feels the user's speech with its patented Voice Activity Sensor (VAS). The VAS distinguishes the user's voice from all background noise and then removes it from all other sounds using Digital Signal Processing (DSP) so that only the user's voice is heard.

Now Available Exclusively at Best Buy Stores

We have two fresh offerings to add making great gifts for the upcoming holiday season. Babbling Blue and Rambling Rosé are on sale exclusively at Best Buy Mobile stores nationwide, as well as at www.jawbone.com. We have two fresh offerings to add making great gifts for the upcoming holiday season. Babbling Blue and Rambling Rosé are on sale exclusively at Best Buy Mobile stores nationwide, as well as at www.jawbone.com.

Blah Blah Black, Silver Tongue, and Goldy Lips are sold at Best Buy Mobile, the Apple Store, AT&T, Sprint, T-Mobile and Verizon Wireless stores nationwide, as well as at www.jawbone.com.

About Aliph

Aliph makes personal technology comfortable, usable and beautiful. The 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. 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, Verizon and The Carphone Warehouse retail stores.

The company was founded by Alexander Asseily and Hosain Rahman, who met as Stanford undergrads and believed 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>.