

The Jawbone Bluetooth® Headset Awarded Popular Science's "Best of What's New"

SAN FRANCISCO, CA – November 13, 2007 - Aliph, a leading developer of mobile audio products, today announced the Jawbone® Bluetooth headset has been recognized by Popular Science as a 2007 "Best of What's New" award winner - adding to its numerous awards for technological innovation and product design excellence received in 2007.

Popular Science selected the Jawbone Bluetooth headset for making a "significant step forward" in its gadget category. This is the latest accolade in a series of honors accorded to Jawbone. Earlier this year, the Jawbone Bluetooth headset became a two-time recipient of the BusinessWeek/IDSA International Design Excellence Award. Additionally, it was awarded a Spark! Award in a new competition honoring product design.

The annual International Design Excellence competition, sponsored by BusinessWeek magazine and run independently by the Industrial Designers Society of America, recognizes design excellence in products from the U.S., Asia, and Europe. Jawbone received its 2007 gold award for "Best Packaging & Graphics."

Jawbone is a groundbreaking Bluetooth headset that integrates the latest innovations in acoustics and audio processing with premium product design to provide users unparalleled incoming and outgoing voice clarity. The latest awards for the Jawbone, designed by renowned industrial designer Yves Behar - principal of fuseproject and Aliph's vice president and creative director, reinforce the industry acclaim it has received since its introduction in the fall of 2006. Among other awards, Jawbone was recognized as Engadget's Most Wearable Device of 2006, ranked in PC World's "Top 100 Products" of 2007 and remains rated as CNET's #1 Bluetooth headset.

"For 20 years, Popular Science's "Best of What's New" awards honor the innovations that can make a positive impact on life today and change our views of the future," says Mark Jannot, Editor-in-Chief of Popular Science. "PopSci's editors evaluate thousands of products each year to develop this thoughtful list. There's no higher accolade Popular Science can give."

"Our goal with Jawbone was to transform the mobile audio experience through exceptional design and unparalleled technology to create a truly unique consumer product. Yves's clean, ergonomic design melds instinctively with Noise Shield technology to enhance the customer experience in every way-from the packaging to the functional simplicity and ease of use," said Hosain, Rahman, CEO, Aliph. "We are delighted that Popular Science has bestowed this honor by declaring Jawbone one of its 2007 'Best of What's New' award winners."

In addition to the latest recognition, Jawbone was previously honored with the International CES Innovations Design and Engineering Award and the iF Product Design Award. The Jawbone headset has been on display in the Museum of Modern Art, both San Francisco and New York.

About the Popular Science Awards: Each year, the editors of Popular Science review thousands of products in search of the top 100 tech innovations of the year; breakthrough products and technologies that represent a significant leap in their categories. The winners - the Best of What's New - are awarded inclusion in the much-anticipated December issue of Popular Science, the most widely read issue of the year since the debut of Best of What's New in 1987. Best of What's New awards are presented to 100 new products and

technologies in 10 categories: Automotive, Aviation & Space, Computing, Engineering, Gadgets, Green Tech, Home Entertainment, Home Tech, Personal Health and Recreation.

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, Carphone Warehouse and Verizon retail stores.

The company was founded by Alexander Asseily and Hosain Rahman, who met as Stanford undergrads and shared a belief that better user experiences around voice and device usability were 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>.