

Cingular Wireless and Aliph Introduce the Jawbone® Bluetooth Headset featuring Noise Shield Technology

Next-Generation Headset Combines Advanced, Award-Winning Technology and Industrial Design for Clearer, More Comfortable Conversations

SAN FRANCISCO, CA – December 21, 2006 - Noise is nothing with the new Jawbone Bluetooth headset, which is available exclusively from Cingular Wireless--just in time for the holidays.

Aliph, a leading developer of mobile audio products that deliver exceptional quality in any environment, and Cingular Wireless, the nation's largest wireless carrier, today introduced the new Jawbone headset for Bluetooth mobile phones. Jawbone® is the first adaptive Bluetooth headset with Noise Shield technology, which virtually eliminates background noise so calls are clearer. Jawbone's audio performance is further enhanced by an award-winning design by internationally acclaimed product designer Yves Behar, which maximizes comfort and functional simplicity.

Ambient noise is often an issue with many headsets and can make conversations difficult in noisier environments. The Jawbone Bluetooth headset with Noise Shield technology uses an advanced, military-grade noise-canceling system that continuously adapts to users' changing environments to deliver unparalleled audio quality.

The Noise Shield technology was originally developed by Aliph for DARPA (The Defense Advanced Research Projects Agency) to enhance communications in the most hostile and rugged environments. This technology includes an intelligent system of sensors and software, which continuously adjusts-at a rate of 500 times per second-to improve audio quality based on what it knows about the environment. In doing this, the Jawbone headset will:

Identify and isolate your speech: Jawbone is the only headset that has a proprietary voice activity sensor. Its ability to determine precisely when you are speaking is what drives the headset's superior sound quality. Unlike other headsets, Jawbone can easily separate your speech from other sounds nearby.

Subtract the unwanted noise: Jawbone's proprietary software continuously samples the sounds in your environment, and then subtracts those sounds from your speech signal. This allows you to speak normally in any environment while still being heard clearly when placing calls.

Automatically enhance your audio: Jawbone constantly adapts, allowing you to hear your caller better by boosting the frequencies that increase voice intelligibility to stand out over your environment.

"We endeavored to build the first headset all users will actually want to wear," said Hosain Rahman, Aliph CEO and co-founder. "We've always led the industry from a technology perspective, now we've integrated that adaptive technology into a Bluetooth headset that is simple, intuitive, and easy to use - the total product experience has been designed around how consumers actually use wearable technology. As an innovator in wireless communications, Cingular is the perfect partner to bring the new Jawbone to market."

"Jawbone is the first Bluetooth headset that adjusts and optimizes both incoming and outgoing sound so you can conquer the problems of a noisy, unpredictable world," said David Christopher, Vice President, Product Management, Cingular Wireless. "Today's consumers may often find themselves having conversations in less than ideal environments. With Jawbone, our customers can now make phone calls comfortably in high-traffic, high noise locations. We are pleased to be the first wireless carrier worldwide to bring this unique, best-in-class product to market."

Jawbone has a perforated shield that curves to match the outline of the face, while the soft and smooth underside provides a comfortable feel on the skin. Only 14 grams, Jawbone feels very light on the head and can be worn on either ear. Earloops in four different sizes and shapes ensure a customized fit and feel while also maximizing stability on the ear.

"With Jawbone, we set out to transform a technology product into a personal accessory," said Yves Behar, who joined Aliph as vice president and creative director while continuing to lead fuseproject, the San Francisco-based design studio he founded. "Jawbone's ergonomic and clean design enhances all aspects of the product experience: visual, tactile and auditory."

The Jawbone Bluetooth headset was awarded an International CES Innovations Design and Engineering Award and an iF Product Design Award. An earlier generation of the Jawbone headset was honored with the 2005 CES Innovations Award, the BusinessWeek Industrial Design Excellence Award, and a DEMOgod(tm) award from the DEMO industry conference group in 2004. The first version of Jawbone has also been exhibited at both the New York Museum of Modern Art and the San Francisco Museum of Modern Art.

Jawbone is currently available exclusively at select Cingular Wireless retail stores nationwide for \$119.99 and is compatible with all Bluetooth-enabled handsets. Consumers can also visit www.jawbone.com.

About Aliph

Aliph was founded in 1999 by Alex Asseily and Hosain Rahman, two young engineering entrepreneurs who met as Stanford undergrads. The pair shared a belief that voice would be the dominant interface for mobile devices and that creating a noise-free environment was critical to delivering an improved mobile communications experience. Aliph is committed to ensuring that mobile users have the best possible experience anywhere, anytime. Since 2002, Aliph's technology has been optimized for DARPA to maximize communications clarity in the most hostile conditions. Aliph's first consumer product, the Jawbone headset, debuted in 2004 to critical acclaim for its marriage of performance, design and comfort. Headquartered in San Francisco, Calif., Aliph is funded by private investors and the Mayfield fund. For more information about Jawbone, please go to www.jawbone.com.

About Cingular Wireless

Cingular Wireless is the largest wireless carrier in the United States, serving 58.7 million customers. Cingular, a joint venture between AT&T Inc. (NYSE: T) and BellSouth Corporation (NYSE: BLS), has the largest digital voice and data network in the nation -- the ALLOVER™ network -- and the largest mobile-to-mobile community of any national wireless carrier. Cingular is a leader in third generation wireless technology. Its 3G network is the first widely available service in the world to use HSDPA (High Speed Downlink Packet Access) technology. Cingular is the only U.S. wireless carrier to offer Rollover®, the wireless plan that lets customers keep their unused monthly minutes. Details of the company are available

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