

JAWBONE® SECURES \$40M IN GROWTH FUNDING FROM LEADING INVESTORS

Deutsche Telekom, Kleiner Perkins Caufield & Byers, and Yuri Milner Invest in Jawbone

SAN FRANCISCO - Dec. 21, 2011 - [Jawbone®](#), a leading innovator in products and services for the mobile lifestyle, today announced it has just received a combined \$40 million in funding from Deutsche Telekom, Kleiner Perkins Caufield & Byers, private investor Yuri Milner, and investors advised by J.P. Morgan Asset Management.

“We are experiencing fantastic growth and the worldwide demand for our mobile lifestyle products and services is unprecedented,” said Hosain Rahman, CEO of Jawbone. “This new group of investors – with their world-class expertise in mobile, consumer Internet and technology, and international markets – will help us achieve the next level of expansion.”

The new capital brings Jawbone’s funding from investors to date close to \$210 million, and will allow the company to broaden its end-to-end offerings and its global footprint. Deutsche Telekom, with its presence in over 50 countries worldwide, is Jawbone’s key strategic and lead carrier partner for Jawbone’s European expansion.

“We’re thrilled to be launching our products in Europe with Deutsche Telekom,” said Rahman. “Having the support of Kleiner Perkins Caufield & Byers’ Mary Meeker, who has predicted and helped guide some of the biggest technology trends in history; Bing Gordon, who is a master when it comes to engaging software and services; and Yuri Milner, who is a leading international investor with deep knowledge of building successful global companies, further sets us up for success. Working together, we’ll keep pushing the boundaries to deliver compelling solutions for the mobile lifestyle, on a global scale.”

The new backers join Jawbone’s existing investors: Andreessen Horowitz, Khosla Ventures, Sequoia Capital, and investors advised by J.P. Morgan Asset Management.

For more information, images and product demos, please visit www.jawbone.com/Press, or follow [@Jawbone](https://twitter.com/Jawbone) on Twitter.

About Jawbone®

For more than a decade, Jawbone has developed products and services for the mobile lifestyle unparalleled in their innovation, ease-of-use and sophistication of design. The company is the creator of the award-winning and best-selling premium Jawbone ICON™ Bluetooth headset; the inventor of NoiseAssassin® technology, the world’s first and only military-grade noise-eliminating technology; JAMBOX, the first intelligent wireless speaker and speakerphone; UP, a wristband and app system that tracks daily activity, sleep patterns and eating habits to help users live a healthier life; as well as THOUGHTS, a free mobile service that allows users to utilize their voice in a new way. A 2010 IDSA Design of the Decade winner, Jawbone is committed to delivering innovative products that improve the

mobile lifestyle through ever-changing software and wearability. Jawbone is privately-held and headquartered in San Francisco.

About Deutsche Telekom

Deutsche Telekom is one of the world's leading integrated telecommunications companies with over 128 million mobile customers, around 35 million fixed-network lines and nearly 17 million broadband lines (as of September 30, 2011). The Group provides fixed-network, mobile communications, Internet and IPTV products and services for consumers, and ICT solutions for business and corporate customers. Deutsche Telekom is present in over 50 countries and has approximately 238,000 employees worldwide. The Group generated revenues of EUR 62.4 billion in the 2010 financial year - more than half of it outside Germany (as of December 31, 2010).

About Kleiner Perkins Caufield & Byers

Since its founding in 1972, Kleiner Perkins Caufield & Byers has backed entrepreneurs in more than 500 ventures including AOL, Amazon.com, Citrix, Compaq, Electronic Arts, Genentech, Genomic Health, Google, Intuit, Juniper Networks, Netscape, Sun, Symantec, Verisign, webMD and Zynga. KPCB portfolio companies employ more than 350,000 people worldwide. More than 150 of the firm's portfolio companies have gone public, and many other KPCB ventures have achieved success through mergers and acquisitions. KPCB focuses its global investments in three practice areas - digital, greentech and life sciences - and provides entrepreneurs with company-building expertise out of its offices in Silicon Valley, Beijing and Shanghai.

About J.P. Morgan Asset Management

J.P. Morgan Asset Management, with assets under supervision of approximately \$1.9 trillion and assets under management of \$1.3 trillion (as of 3/31/11), is a global leader in investment management. J.P. Morgan Asset Management's clients include institutions, retail investors and high-net worth individuals in every major market throughout the world. J.P. Morgan Asset Management offers global investment management in equities, fixed income, real estate, hedge funds, private equity and liquidity. JPMorgan Chase & Co. (NYSE: JPM), the parent company of J.P. Morgan Asset Management, is a leading global asset management firm with assets of approximately \$2.1 trillion and operations in more than 60 countries. Information about JPMorgan Chase & Co. is available at www.jpmorganchase.com.

J.P. Morgan Asset Management is the marketing name for the asset management businesses of JPMorgan Chase & Co. Those businesses include, but are not limited to, J.P. Morgan Investment Management Inc., Security Capital Research & Management Incorporated, and J.P. Morgan Alternative Asset Management, Inc.

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