

## Jawbone® Unveils Vision to Help People Live a Healthier Life

### *UP™ by Jawbone to Launch Later this Year*

TEDGlobal, SCOTLAND – July 13, 2011 – Jawbone®, a leading innovator of products and services for the mobile lifestyle, today unveiled its vision to inspire people to live healthier with UP™ by Jawbone– a new product the company plans to launch later this year.

Lifestyle diseases such as heart disease, diabetes, and some forms of cancer cause more deaths than communicable diseases, according to the CDC. Research shows eating healthier, getting quality sleep, and moving more can prevent most of these lifestyle diseases.

“We are excited to share our vision at TEDGlobal because this epidemic will take an entire community to affect a global change,” said Jawbone CEO Hosain Rahman. “TED is a community of thought leaders that can help propel this idea into a global movement.”

UP leverages Jawbone’s expertise and partner ecosystem integrating robust computing and sophisticated sensor technology in the form of functional jewelry. UP by Jawbone is a new system that tracks your movement, sleep patterns, and nutrition so you can live a healthier life. This new end-to-end system consists of a small wristband that monitors your activity 24/7, a mobile app that analyzes the activity, and an open platform that motivates you with personal and social recommendations and challenges tailored to your goals.

“We’re passionate about creating products for the mobile lifestyle that people love to use everyday. And now, we’re harnessing that passion to approach a major global issue – health,” Rahman continues. “We are focused on creating a highly accessible solution for this particular space that integrates seamlessly into a user’s daily life with the goal of making it absolutely easy for them to live better.”

UP by Jawbone will be available later this year. To be alerted to the release of UP, sign up for email updates at <http://up.jawbone.com/>.

For more information, images and product demos, please visit: [www.Jawbone.com/Press](http://www.Jawbone.com/Press) or follow @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 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; 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.

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