



BLUEANT WIRELESS BROADENS EXECUTIVE MANAGEMENT TEAM TO FUEL CONTINUED GLOBAL GROWTH AND EXPANSION

Industry Veterans Focus on Increasing Worldwide Brand while Reinforcing Retail, Distribution and Carrier Partnerships

Santa Clara, Calif. —September 21, 2010—BlueAnt Wireless, a leading innovator of Bluetooth peripheral devices, today announced two executive appointments as part of the company's overarching goal to expand market traction throughout North America. Tim Towster has been appointed vice president of marketing and Michael Morse has joined the organization as director of carrier sales.

"Both Tim and Michael bring diverse and invaluable expertise in spearheading the growth of industry-leading organizations. We plan to leverage their experience to propel BlueAnt's sales and marketing strategies while reinforcing our position as a global leader and technology innovator," says David Hogan, president and CEO of BlueAnt Wireless. "They will play an integral role as we continue to expand our North American market share and product portfolio, which already dominates the market in Australia. With them onboard, BlueAnt is well positioned to sustain aggressive market momentum around the world."

Towster, in his role as vice president of marketing, will be responsible for leading BlueAnt's global branding, strategic planning, product marketing, retail and merchandising, pricing and promotion as well as product development initiatives. A 16-year industry veteran, he has a diverse background that spans retail, distribution, carrier and manufacturing expertise. Prior to BlueAnt, Towster managed product and portfolio planning across six accessory business categories for Motorola.

Previous to that, Towster was the senior director of accessory product management for AT&T Mobility/Cingular Wireless. In that capacity, he grew the company's accessory business from \$173 million to \$650 million through increased product selection along with novel pricing strategies, promotions and in-store advertising. "This is a very exciting time for BlueAnt and I'm thrilled to be part of the team that will continue growth into new regions, including EMEA, and further expand the depth of our product offering to serve more customers," says Towster. "It is a

privilege to lead this effort to build on our brand heritage and provide a more diverse set of customers BlueAnt's best-of-class products."



Morse joins BlueAnt from Superior Communications, one of the Americas' largest manufacturers and distributors of accessories for wireless devices. He was instrumental there in leading carrier account management, highlighted by increasing business with Verizon and U.S. Cellular. Prior to that, Morse led carrier sales for Jabra, a brand by GN Netcom, where he built the carrier sales team and reinforced partnerships with T-Mobile, AT&T and U.S. Cellular, among others.

"I look forward to leveraging my extensive background in carrier account management to accelerate crucial partnerships for BlueAnt," says Morse. "Our products are setting the standard for design, comfort, performance and sound quality excellence, which will be extremely appealing to carriers as they continually strive to offer their customers the very best products and accessories in the market."

BlueAnt's diverse product portfolio includes the technically advanced Q2, which is the first Bluetooth headset to offer integrated text-to-speech capabilities, patent-pending Wind Armour™ noise reduction technology and exceptional sound quality. BlueAnt's S4 also is gaining market momentum, especially after being named one of the top ten gadgets by *U.S. News & World Report*. As the first true hands-free voice controlled car speakerphone, the S4 enables drivers to communicate while on the road without touching their phone or speakerphone. The company also markets the T1, a rugged headset that maintains excellent sound quality performance, even in challenging conditions. As the first headset to feature removable silicon covers that offer an extra measure of headset protection, the T1 is ideally suited for people on the go, no matter where their busy lives take them.

Both Towster and Morse are Chicago-area residents and will be based at BlueAnt's Chicago office. Towster holds a Bachelor of Arts in business administration from St. Mary's University (San Antonio, Texas) while Morse holds a Bachelor of Science in finance from Illinois State University.

About BlueAnt Wireless

BlueAnt Wireless is a global technology company that provides the most innovative Bluetooth peripheral devices and accessories on the market. The company's product portfolio includes hands-free, stereo audio streaming and wireless communications products with cutting-edge technology, design and features. BlueAnt's products have been recognized for advancements in

hands-free communications by receiving numerous prestigious industry awards. The company is based in Melbourne, Aus., with U.S. headquarters in Santa Clara, Calif., and offices in Chicago and London. For more information, please visit:

www.blueantwireless.com.



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