



BLUEANT WIRELESS APPOINTS DAVID HOGAN AS CEO

Industry Veteran will Drive International Growth and Product Expansion

Santa Clara, Calif. and Melbourne, Aus. —July 19, 2010—BlueAnt Wireless, a leading innovator of Bluetooth peripheral devices, today announced the appointment of David Hogan as the company's chief executive officer. A 20-year veteran of the telecommunications and wireless industries, Hogan will leverage a strong track record of business success to oversee global operations encompassing sales, marketing, product development, manufacturing and supply chain management. In this capacity, Hogan also joins BlueAnt's board of directors.

"We are extremely pleased to welcome Dave to the BlueAnt Wireless team as CEO," says Taisen Maddern, founder and executive chairman of BlueAnt Wireless. "To date, we've done an excellent job of producing unique Bluetooth products that have dominated the market in Australia and are gaining traction throughout North America. Dave is a well-respected industry leader with significant experience in fast-growth organizations, which will help us accelerate BlueAnt's evolution as an award-winning global brand with a diverse product portfolio."

Prior to joining BlueAnt, Hogan was instrumental in propelling exceptional revenue growth over a four-year period at Jabra, a brand by GN Netcom, when he served as senior vice president of global sales and marketing. Hogan played a pivotal role in driving worldwide momentum for Jabra while also assisting with broadening the company's product line to include hands-free solutions for a variety of applications and markets. Hogan also served as executive vice president at USA Wireless Solutions, a manufacturer and distributor of wireless accessories and related products.

"I am excited to join BlueAnt and support the company's rapid rise as a world-class brand with cutting-edge products that deliver the ultimate in wireless communication without sacrificing design or ease of use," says Hogan. "In addition to increasing our global presence and executing an exciting product roadmap, I look forward to reinforcing BlueAnt's carrier and retail partnerships with superior solutions for their customers' hands-free communications."

Hogan will be based in BlueAnt's newly opened Chicago office, which provides the company's U.S. headquarters in Santa Clara with increased sales and marketing support. BlueAnt maintains its corporate headquarters in Melbourne with an additional international office in London. A resident of Frankfort, Ill., Hogan holds business management degrees from the University of Chicago and the University of St. Francis.

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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