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FOR IMMEDIATE RELEASE

**BLUEANT 'CONNECTS' TECHNOLOGY AND ALL DAY COMFORT TO CREATE
THE ULTIMATE BUSINESS EARPIECE**

New Connect delivers advanced features at a value price

CHICAGO (June 10, 2013) – BlueAnt Wireless, developers of high-performance, cutting-edge products that are easy to use and work straight out of the box, has announced the Connect, a voice-controlled Bluetooth earpiece (MSRP \$69.99). Offering rich, true-to-life-sound and comfort for all day use, the Connect also provides advanced features such as conference call capability, Wind Armour Technology™ and rapid charging.



“The Connect’s combination of comfort, features and price is unmatched for this wearing style and audio quality in the industry,” said BlueAnt CEO Taisen Maddern. “With this product, customers have all the tools necessary to be productive at or away from work and a design so comfortable they’ll forget they’re wearing it.”

To set up the device, users receive audio directions that talk them through the process. Designed for comfort, the ergonomically engineered ear hook and contoured shape frames the face and provides the comfort needed for all-day use.

The Connect’s one-touch controls allow users to dial by voice after double tapping the command button. In addition, when a call comes in, the Connect will announce the call, and the user only needs to say “answer” or “ignore” to handle the call hands-free.

Siri and Google Voice Actions are also seamlessly integrated. By double tapping the command button, text messages can be read or composed right from the earpiece.

With its Voice Isolation Technology, noise and wind are reduced, enabling quality audio in the noisiest environments. The patented Wind Armour Technology™ ensures crystal clear communication in wind speeds of up to 22 miles per hour. The dual microphones and advanced DSP deliver terrific-sounding audio tuned for discerning ears.

Additional features of the Connect include:

- Streaming Bluetooth audio via A2DP for listening to music, podcasts or GPS directions
- iPhone onscreen battery meter
- Conference call capability and three-way calling
- Supports two paired devices
- Talk time of up to 5 hours with a standby time of up to 100 hours

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, Australia, with offices in Chicago and Hong Kong. For more information, please visit www.blueantwireless.com.

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*Google Voice Actions is available on select Android handsets. Siri is available on the iPhone4S and iPhone5.

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***Features listed above are dependent on the phone and/or network.

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